

Includes  
Downloadable  
Color  
Swatches

# color index

Over 1100  
Color Combinations  
CMYK and Updated  
RGB Formulas  
For Print and  
Web Media

REVISED  
EDITION

JIM KRAUSE

# color index

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EDITION



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REVISED  
EDITION

JIM KRAUSE

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Art directed by Grace Ring

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*For my son, Evan.*



### **About the Author**

Jim Krause has worked as a designer/illustrator/photographer in the Pacific Northwest since the 1980s.

He has produced award-winning work for clients large and small and is the author and creator of nine other titles

available from HOW Books: *Idea Index*, *Layout Index*,

*Design Basics Index*, *Type Idea Index*, *Color Index 2*,

*Photo Idea Index*, *Photo Idea Index: Places*,

*Photo Idea Index: Things* and *Creative Sparks*.

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# INTRODUCTION

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Welcome to *Color Index, Revised Edition*. Since its initial publication in 2001, *Color Index* has gained worldwide popularity (the original English version has been translated into four additional languages) and has proven to be an indispensable creativity tool for graphic designers and artists of all kinds.

Given its record of popularity and success, rest assured that the original content of *Color Index* has not been tampered with in this edition. In addition to modest text revisions, the updates in this release affect two subtle—yet significant—aspects of the book's presentation and functionality. First of all, this edition makes use of Adobe's formulas for converting CMYK colors to RGB. Adobe's conversion methods were used here for the sake of greater accuracy and because these formulas have become a worldwide standard since the time *Color Index* was first published. (This book's companion volume, *Color Index 2*, also uses Adobe's conversion formulas.)

The other upgrade available through this release is especially noteworthy: This edition offers readers a link to downloadable digital swatches for each of its color combinations (go to [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches)). This gives readers an extremely efficient way of importing the book's palettes into their Illustrator, InDesign or Photoshop documents.

## **Who is *Color Index, Revised Edition* for?**

Graphic designers, web designers, artists, photographers, interior designers, animators, packaging specialists, sign makers and fabric designers are among the creative types that will find fuel for expression in the pages ahead. By providing over a thousand

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combinations of colors—assembled from hundreds of varied hues—this book offers professionals, amateurs and students of visual media a valuable resource for exploring palettes that could be applied to all sorts of projects.

### **How is *Color Index, Revised Edition* structured?**

*Color Index, Revised Edition* has been divided into 11 chapters: Basics, Active, Quiet, Progressive, Rich, Muted, Culture/Era, Natural, Accent, Logo Ideas and Browser Safe.

Keep in mind, however, that these labels are simply meant to organize the book's content into general categories: they are not meant as absolutes (after all, the effects of color depend greatly on the context in which they appear and the tastes of the viewing audience). Allow your artistic instincts to play a significant role in guiding you toward effective palettes. Keep these instincts sharp by paying attention to the colors used in cutting edge advertisements and magazines, as well as in historic examples of commercial and fine arts.

### **How can I use *Color Index, Revised Edition*?**

Simply put, the best way to use this book is however you like. Use it to explore color ideas before, during or after you begin to work on a project's specifics; use the book's palettes just as they are presented or as jumping-off places for palettes of your own; enter the book's color formulas into your computer documents using your keyboard or by downloading the swatches digitally (as mentioned earlier). The main thing to remember—especially if you are using the computer to apply colors to a project—is to

---

take advantage of the inherent flexibility of digital media as you explore options and consider alternatives.

There are a couple of aids in the book that you might find useful as you narrow your search for useable color schemes. One is the narrow strip of colors along the edge of each page. Since these strips of color relate to their chapter's content, you may wish to scan these bands of swatches as you thumb through the book in search of a chapter (or sub-section) that offers the kinds of colors you're after.

Another aid can be created by removing the final page from the book and cutting out its rectangular windows to create a pair of viewing masks. These masks can be placed over the book's color samples—allowing you to view specific illustrations without being distracted or influenced by the colors in nearby examples.

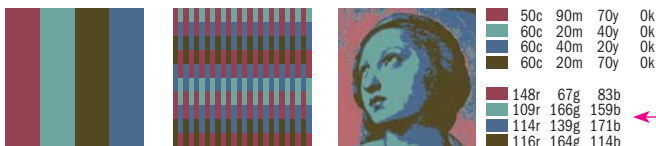
Thank you for picking up a copy *Color Index, Revised Edition*. I hope it adds to the beauty and communicative powers of your creative work.

A handwritten signature in dark ink, appearing to read "Jim K." with a stylized flourish at the end.

*\*Please note: The color formulas presented in this book have been checked for accuracy, but the potential for error still exists. Color Index, Revised Edition, its author and publisher cannot accept responsibility for errors in the formulas presented in this book. It is strongly recommended that you cross-check print formulas with a reliable process color guide, carefully inspect printer's proofs and press-check all jobs for accurate color.*

# DEFINITIONS

The following terms and abbreviations are used throughout this book to define colors. See pages 30–31 for definitions of *hue*, *saturation*, *value* and other color related terms.



CMYK: C=CYAN (BLUE); M=MAGENTA; Y=YELLOW; K=BLACK

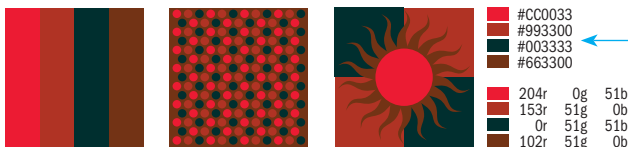
All colors of standard offset printing are achieved through combinations of these four colors of ink. This kind of printing is usually referred to as four color process printing. The density of each color within a particular mix determines the final hue. These densities are listed as percentages next to each illustration.

RGB: R=RED; G=GREEN; B=BLUE

Computer monitors and video displays use differing amounts of these three hues to create their entire color spectrum. 100% values of each hue results in a white screen. An absence of each hue results in a dark screen. Colors are created by varying the intensities of the three hues. The values for each hue (ranging from 0 to 255) are listed next to each color sample.

HEXIDECIMAL (HEX) VALUES

A byte-oriented sequence of six-character values that can be used to represent RGB colors. Chapter 11 makes use of “browser safe” hex values—colors that can be displayed without dithering (the inclusion of an unwanted pattern of dots) on traditional 8-bit monitors.





# 1: BASICS

This chapter focuses on the color wheel's primary hues: red, yellow and blue. (See pages 30-31 for definitions of color related terms).

Many cultures ascribe simple spiritual and life-oriented meanings to these basic hues: Red—the color of blood—is often associated with vitality, heat and anger; blue—because of its connection to clear sky and calm water—regularly plays soothing roles within designs and works of art; and sunny yellow is often asked to deliver connotations of positive energy and growth.

Primary colors are also favorites of designers whose aim is to target younger audiences and bolster “back-to-basics” messages.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming the Basics:**

*Which color should dominate your layout or illustration?*

*Red: which red? Blue: what kind of blue? Yellow: bright, pale, pure, orange-yellow, green-yellow? Experiment.*

*Use all colors full strength? Mute or lighten some of them?*

*Try out combinations of two colors. Three. Four. More?*

*Would your palette of primary hues look best against a backdrop of black, white or gray? A neutral tone? A color?*

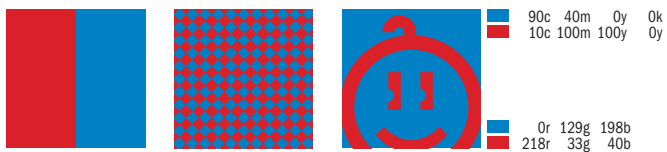
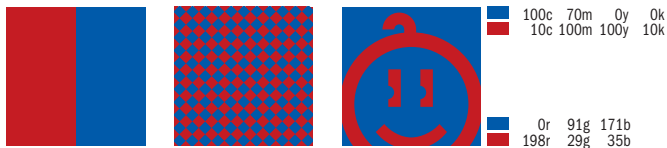
*A layout or illustration can be flooded with color. Colors can also be applied sparingly.*

*What about using your palette to color the layout's typography as well as its images?*

*Consider applying your palette in unexpected ways. (See pages 120–121.)*



## PRIMARY AND SECONDARY COLORS



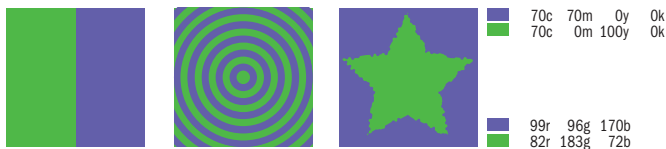
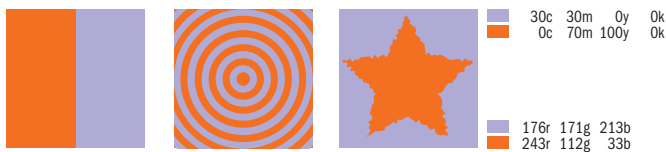
## BASICS













## PRIMARY AND SECONDARY COLORS



## BASICS

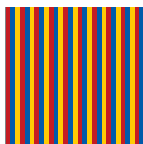


## PRIMARY AND SECONDARY COLORS

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			<div> <div>10c 100m 100y 10k</div> <div>0c 70m 100y 0k</div> </div> <div> <div>198r 29g 35b</div> <div>243r 112g 33b</div> </div>
			<div> <div>70c 70m 0y 0k</div> <div>0c 20m 100y 0k</div> </div> <div> <div>99r 96g 170b</div> <div>255r 203g 5b</div> </div>
			<div> <div>0c 70m 100y 0k</div> <div>50c 0m 10y 0k</div> </div> <div> <div>242r 112g 34b</div> <div>116r 205g 225b</div> </div>

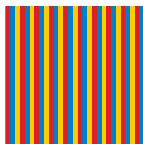


## BASICS



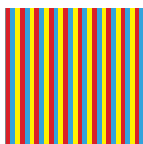
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0c	20m	100y	0k

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198r	29g	35b
255r	203g	5b



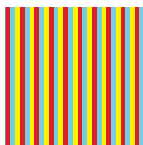
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10c	100m	100y	0k
0c	20m	100y	0k

0r	128g	198b
218r	33g	40b
255r	204g	4b



70c	20m	0y	0k
10c	100m	100y	0k
0c	0m	100y	0k

52r	163g	220b
218r	33g	40b
255r	242g	0b



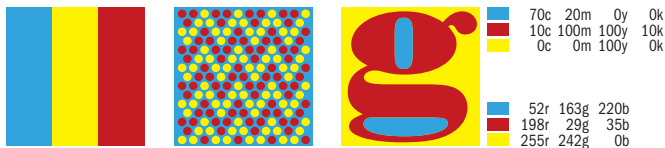
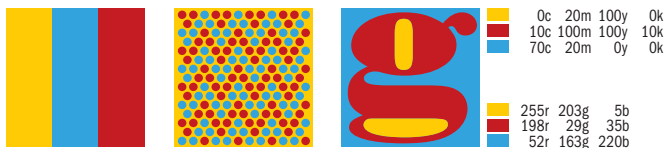
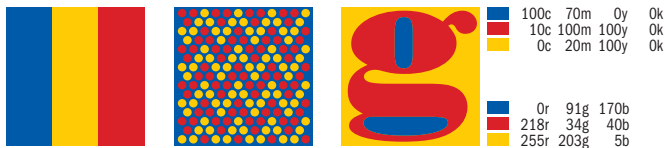
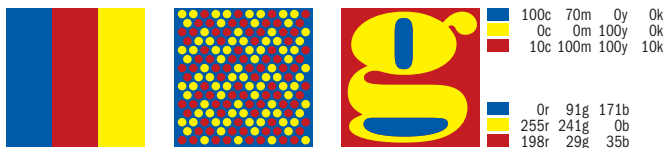
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0c	0m	100y	0k

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218r	33g	40b
255r	241g	0 b

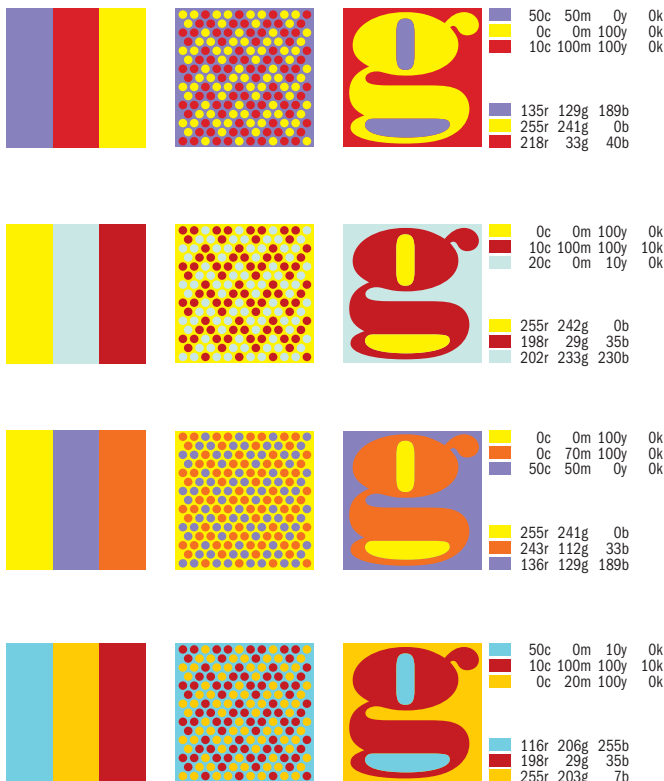
## PRIMARY AND SECONDARY COLORS

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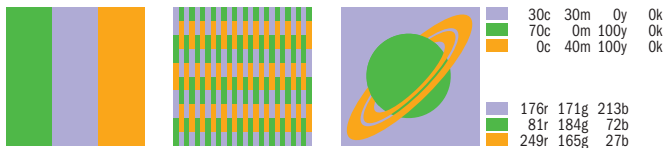
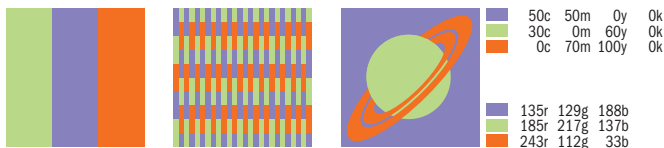
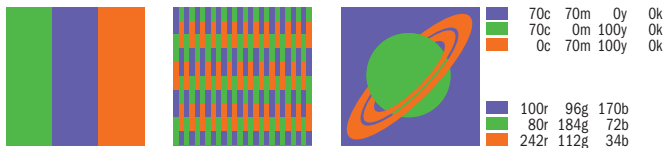
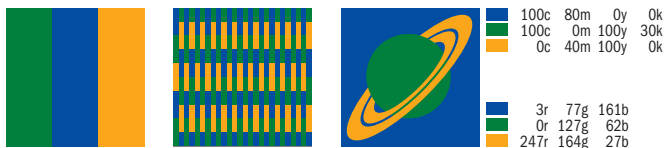
## BASICS



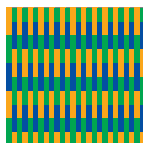
## PRIMARY AND SECONDARY COLORS



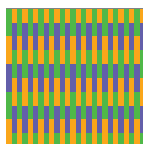
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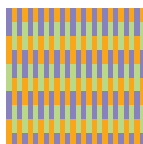
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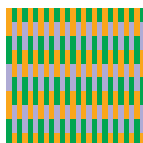
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100c	80m	0y	0k
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0r	166g	81b	
5r	77g	162b	



70c	0m	100y	0k
0c	40m	100y	0k
70c	70m	0y	0k
82r	183g	72b	
249r	165g	27b	
101r	95g	170b	

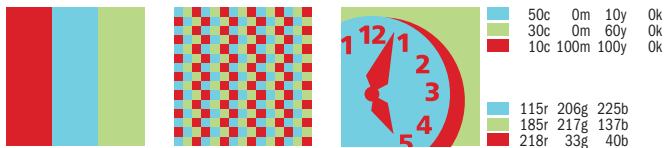
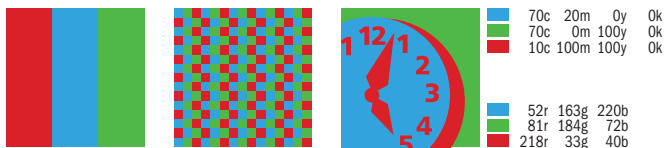
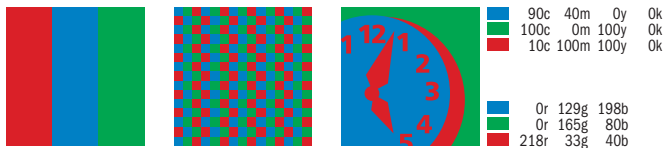
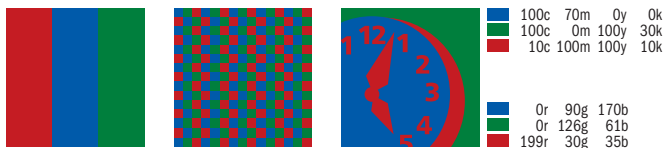


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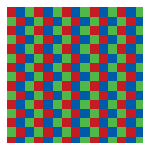


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## BASICS

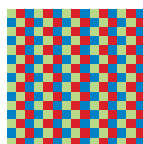


## PRIMARY AND SECONDARY COLORS



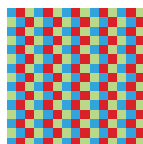
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81r	184g	72b



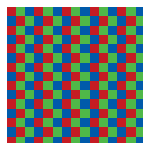
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218r	33g	40b
0r	129g	198b



70c	20m	0y	0k
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52r	163g	220b
218r	33g	40b
185r	217g	137b

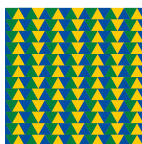


10c	100m	100y	10k
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0r	90g	169b

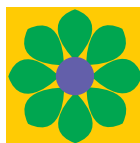
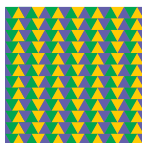


# BASICS



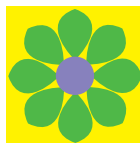
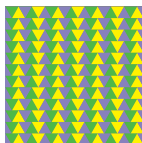
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5r	78g	162b



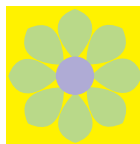
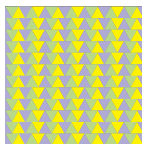
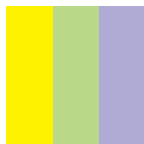
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0c	20m	100y	0k
70c	70m	0y	0k

0r	166g	81b
255r	203g	5b
100r	96g	170b



70c	0m	100y	0k
0c	0m	100y	0k
50c	50m	0y	0k

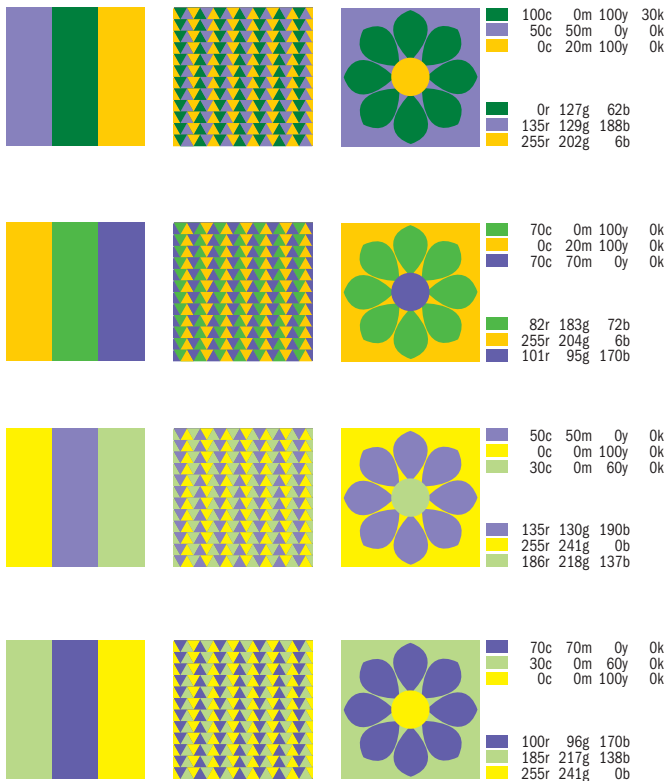
81r	184g	72b
255r	241g	0b
136r	130g	190b



30c	0m	60y	0k
0c	0m	100y	0k
30c	30m	0y	0k

185r	217g	137b
255r	241g	0b
176r	172g	213b

## PRIMARY AND SECONDARY COLORS



## FOCUS ON COLOR FUNDAMENTALS



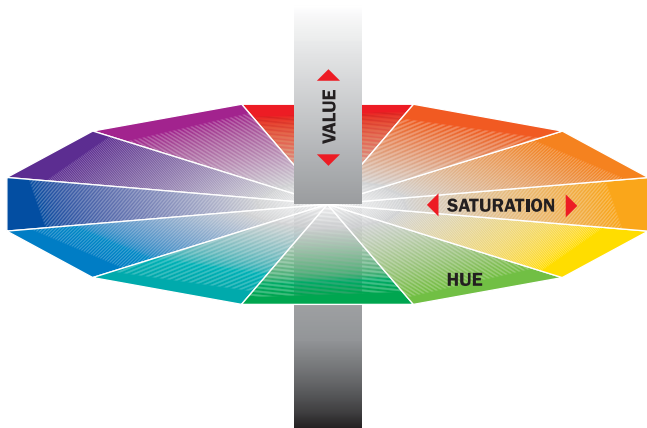
The most basic and common way to describe colors and their relation to each other is in terms of the color wheel.

The *primary* colors—red, yellow and blue—make up three of the wheel’s spokes.

Halfway between each primary hue (color) are the *secondary* hues of orange, green and violet.

*Tertiary* colors are represented by the slices in between the primary and secondary spokes.

A color’s *complement* is the hue located directly across on the color wheel. For example, the complement of red is green and the complement of red-violet is yellow-green.



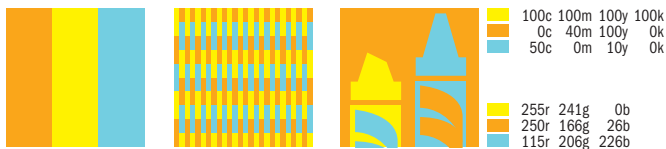
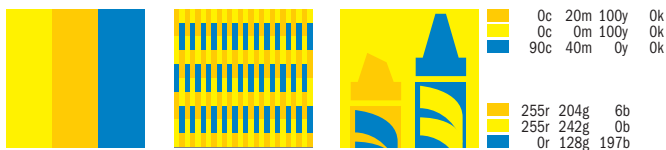
*Hue, saturation and value* are three characteristics used to describe the appearance of a specific color.

**Hue:** Another word for color.

**Saturation:** The purity of a hue. A fully saturated color is a hue at its most intense. When a color is muted by the addition of its complement, black or a neutral tone, it becomes less saturated.

**Value:** how light or dark a color appears relative to black or white. A dark yellow's value, therefore, might be equivalent to a medium or light value of blue.

# BASICS



## PRIMARY AND SECONDARY COLORS

			<table><tr><td></td><td>0c</td><td>20m</td><td>100y</td><td>0k</td></tr><tr><td></td><td>0c</td><td>70m</td><td>100y</td><td>0k</td></tr><tr><td></td><td>90c</td><td>40m</td><td>0y</td><td>0k</td></tr></table>		0c	20m	100y	0k		0c	70m	100y	0k		90c	40m	0y	0k
	0c	20m	100y	0k														
	0c	70m	100y	0k														
	90c	40m	0y	0k														
			<table><tr><td></td><td>255r</td><td>203g</td><td>5b</td></tr><tr><td></td><td>242r</td><td>112g</td><td>34b</td></tr><tr><td></td><td>0r</td><td>128g</td><td>197b</td></tr></table>		255r	203g	5b		242r	112g	34b		0r	128g	197b			
	255r	203g	5b															
	242r	112g	34b															
	0r	128g	197b															
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	0c	0m	100y	0k														
	0c	70m	100y	0k														
	100c	70m	0y	0k														
			<table><tr><td></td><td>255r</td><td>242g</td><td>0b</td></tr><tr><td></td><td>243r</td><td>111g</td><td>34b</td></tr><tr><td></td><td>0r</td><td>91g</td><td>171b</td></tr></table>		255r	242g	0b		243r	111g	34b		0r	91g	171b			
	255r	242g	0b															
	243r	111g	34b															
	0r	91g	171b															
			<table><tr><td></td><td>0c</td><td>20m</td><td>100y</td><td>0k</td></tr><tr><td></td><td>0c</td><td>40m</td><td>100y</td><td>0k</td></tr><tr><td></td><td>90c</td><td>40m</td><td>0y</td><td>0k</td></tr></table>		0c	20m	100y	0k		0c	40m	100y	0k		90c	40m	0y	0k
	0c	20m	100y	0k														
	0c	40m	100y	0k														
	90c	40m	0y	0k														
			<table><tr><td></td><td>255r</td><td>203g</td><td>7b</td></tr><tr><td></td><td>249r</td><td>166g</td><td>28b</td></tr><tr><td></td><td>0r</td><td>128g</td><td>198b</td></tr></table>		255r	203g	7b		249r	166g	28b		0r	128g	198b			
	255r	203g	7b															
	249r	166g	28b															
	0r	128g	198b															
			<table><tr><td></td><td>0c</td><td>0m</td><td>100y</td><td>0k</td></tr><tr><td></td><td>0c</td><td>40m</td><td>100y</td><td>0k</td></tr><tr><td></td><td>70c</td><td>20m</td><td>0y</td><td>0k</td></tr></table>		0c	0m	100y	0k		0c	40m	100y	0k		70c	20m	0y	0k
	0c	0m	100y	0k														
	0c	40m	100y	0k														
	70c	20m	0y	0k														
			<table><tr><td></td><td>255r</td><td>241g</td><td>0b</td></tr><tr><td></td><td>250r</td><td>166g</td><td>26b</td></tr><tr><td></td><td>52r</td><td>163g</td><td>220b</td></tr></table>		255r	241g	0b		250r	166g	26b		52r	163g	220b			
	255r	241g	0b															
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	52r	163g	220b															

## BASICS

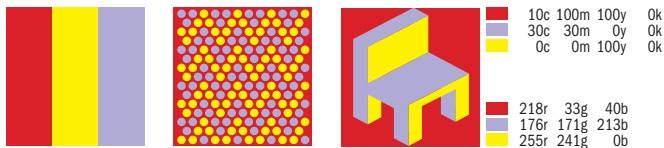
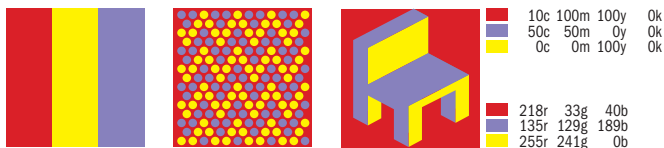
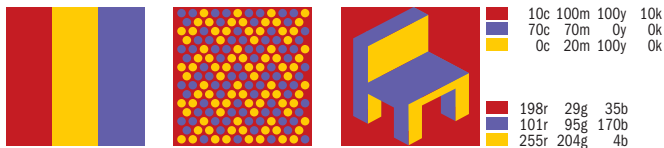
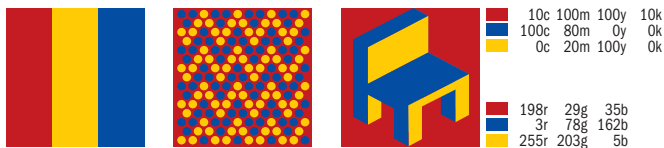


## PRIMARY AND SECONDARY COLORS

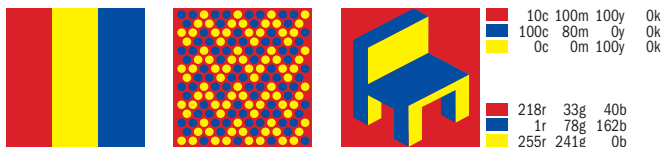
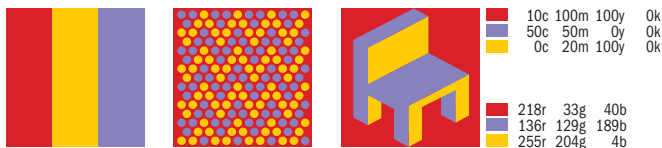
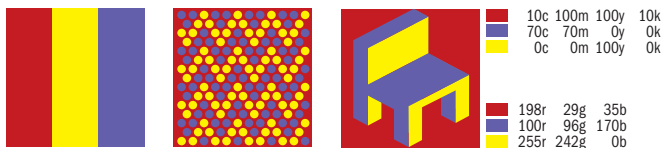
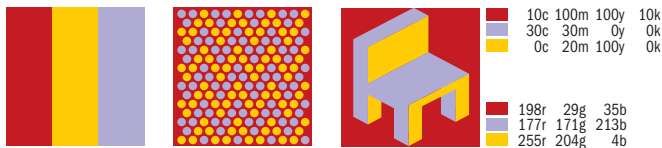
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			<p> <span>Orange</span> 0c 70m 100y 0k  <span>Red</span> 10c 100m 100y 10k  <span>Light Green</span> 30c 0m 60y 0k         </p> <p> <span>Orange</span> 242r 111g 33b  <span>Red</span> 198r 29g 35b  <span>Light Green</span> 185r 217g 137b         </p>
			<p> <span>Yellow</span> 0c 40m 100y 0k  <span>Red</span> 10c 100m 100y 0k  <span>Green</span> 100c 0m 100y 0k         </p> <p> <span>Yellow</span> 249r 165g 27b  <span>Red</span> 218r 34g 40b  <span>Green</span> 0r 166g 80b         </p>
			<p> <span>Yellow</span> 0c 40m 100y 0k  <span>Red</span> 10c 100m 100y 10k  <span>Light Green</span> 30c 0m 60y 0k         </p> <p> <span>Yellow</span> 250r 166g 26b  <span>Red</span> 198r 29g 35b  <span>Light Green</span> 183r 216g 137b         </p>



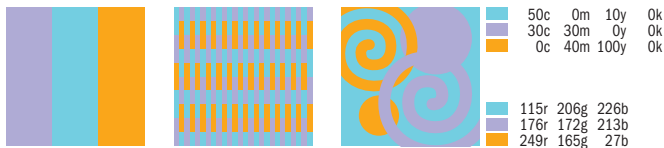
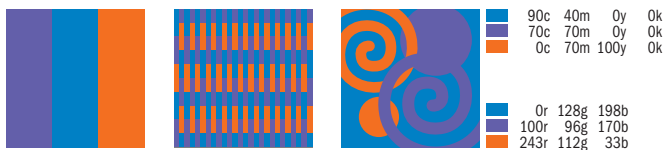
## BASICS



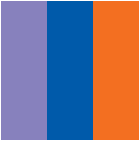
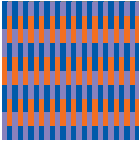


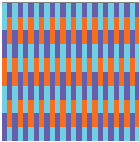


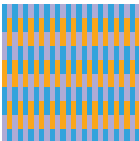


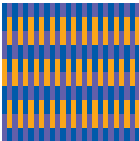

# PRIMARY AND SECONDARY COLORS



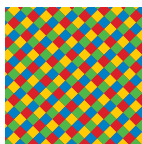
## BASICS



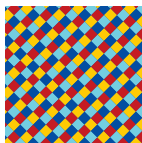
# PRIMARY AND SECONDARY COLORS

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100c	70m	0y	0k												
50c	50m	0y	0k												
0c	70m	100y	0k												
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50c	0m	10y	0k												
70c	70m	0y	0k												
0c	70m	100y	0k												
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70c	20m	0y	0k												
30c	30m	0y	0k												
0c	40m	100y	0k												
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100c	70m	0y	0k												
70c	70m	0y	0k												
0c	40m	100y	0k												

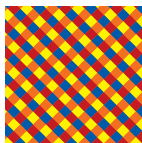
## BASICS



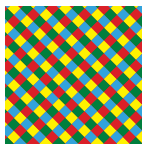
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70c	0m	100y	0k
0c	20m	100y	0k
10c	100m	100y	0k
0r	128g	198b	
82r	183g	72b	
255r	203g	5b	
218r	33g	40b	



50c	0m	10y	0k
0c	20m	100y	0k
10c	100m	100y	10k
100c	80m	0y	0k
115r	206g	226b	
255r	204g	6b	
198r	29g	35b	
3r	78g	162b	

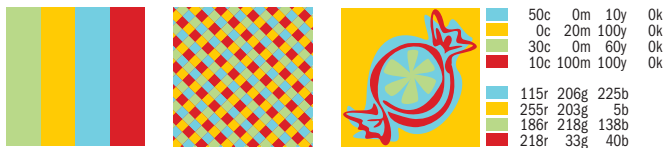


100c	70m	0y	0k
0c	0m	100y	0k
10c	100m	100y	10k
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198r	29g	35b	
243r	111g	34b	

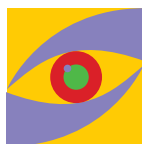
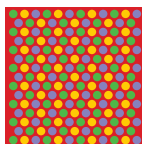


70c	20m	0y	0k
100c	0m	100y	30k
0c	0m	100y	0k
10c	100m	100y	0k
53r	163g	220b	
0r	128g	62b	
255r	241g	0b	
218r	33g	40b	

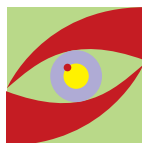
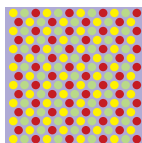
## PRIMARY AND SECONDARY COLORS



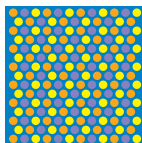
## BASICS



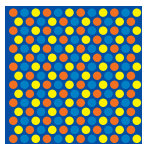
Red	10c	100m	100y	0k
Yellow	0c	20m	100y	0k
Green	70c	0m	100y	0k
Purple	50c	50m	0y	0k
Red	218r	33g	40b	
Yellow	255r	203g	5b	
Green	82r	183g	72b	
Purple	136r	129g	188b	



Purple	30c	30m	0y	0k
Green	30c	0m	60y	0k
Yellow	0c	0m	100y	0k
Red	10c	100m	100y	10k
Purple	176r	172g	213b	
Green	185r	217g	137b	
Yellow	255r	241g	0b	
Red	198r	29g	35b	

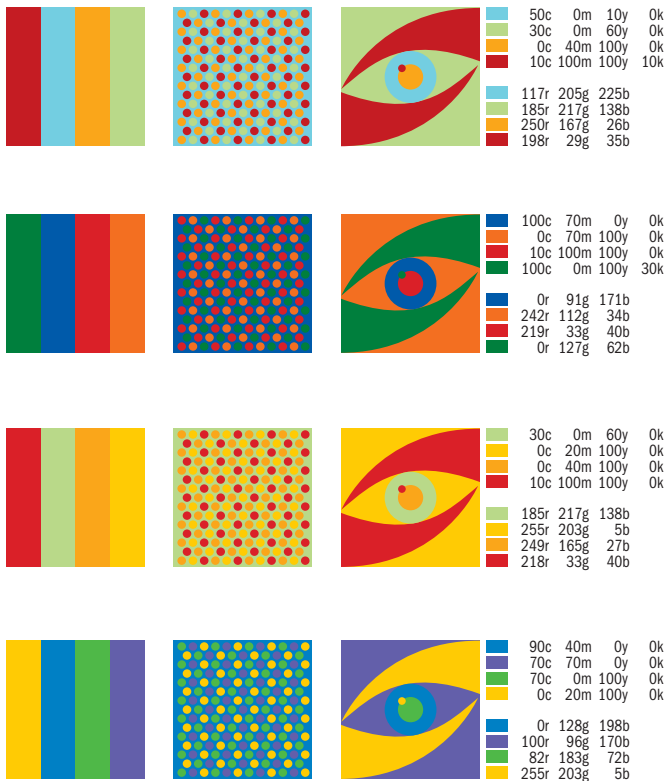


Blue	90c	40m	0y	0k
Purple	50c	50m	0y	0k
Orange	0c	40m	100y	0k
Yellow	0c	0m	100y	0k
Blue	0r	129g	198b	
Purple	136r	129g	188b	
Orange	250r	167g	26b	
Yellow	255r	242g	0b	



Dark Blue	100c	80m	0y	0k
Blue	90c	40m	0y	0k
Orange	0c	70m	100y	0k
Light Blue	0c	0m	100y	0k
Dark Blue	2r	78g	161b	
Blue	0r	129g	198b	
Orange	242r	112g	34b	
Light Blue	255r	242g	0b	

# PRIMARY AND SECONDARY COLORS





## 2: ACTIVE

In this chapter: intense hues are borrowed from around the color wheel. Combinations of saturated primary, secondary and tertiary colors (defined on pages 30–31) are featured on the pages ahead.

To many people, palettes of intense colors such as these suggest sport, travel and excitement. Most of these hues are not considered “natural” colors, but since they are often exaggerations of natural hues, they can be used to convey a sense of adventure and the outdoors.

Palettes such as those featured in this chapter are often directed toward young people and active adults. More sedentary audiences might also be targeted with vibrant hues—though perhaps through palettes that also contain a mixture of restrained shades. (Chapter 6, *Muted*, pages 172–203, features several such palettes).

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Active Hues:**

*View media aimed toward younger audiences for ideas. Take a look at children's books, youth fashions, toys and the colors of sports teams.*

*Investigate triadic, split complementary, analogous and monochromatic schemes. (See pages 58–59.)*

*What background best emphasizes your bright colors? White? Black? Gray or a neutral? A muted color?*

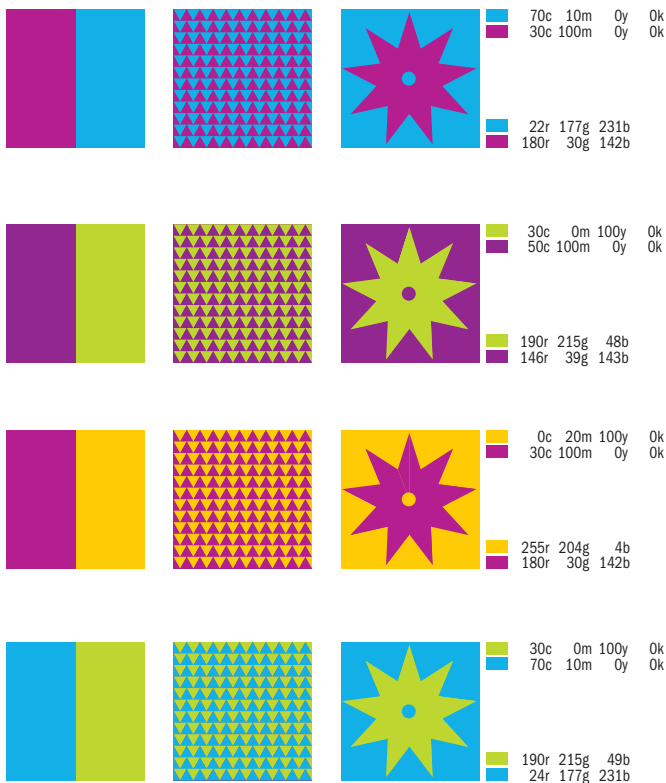
*Try combining hues of similar values, hues of contrasting values, hues that are similarly saturated, or hues with varied levels of saturation.*

*Should your palette be composed entirely of warmer hues, cooler colors or a mixture of both?*

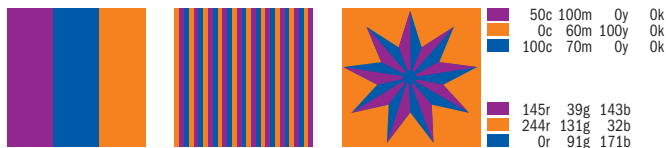
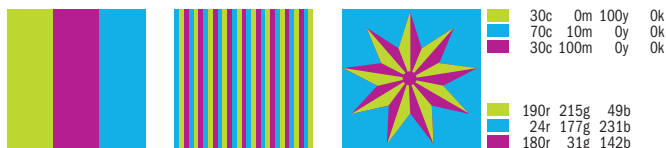
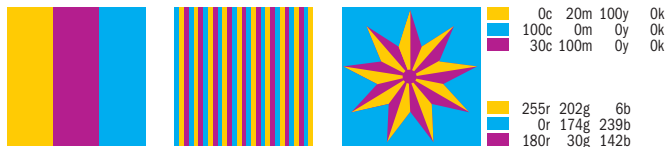
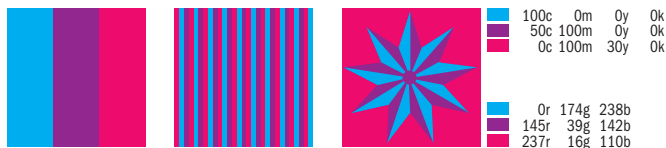
*What about adding visual separators between the colors you are using? (See pages 88–89.)*



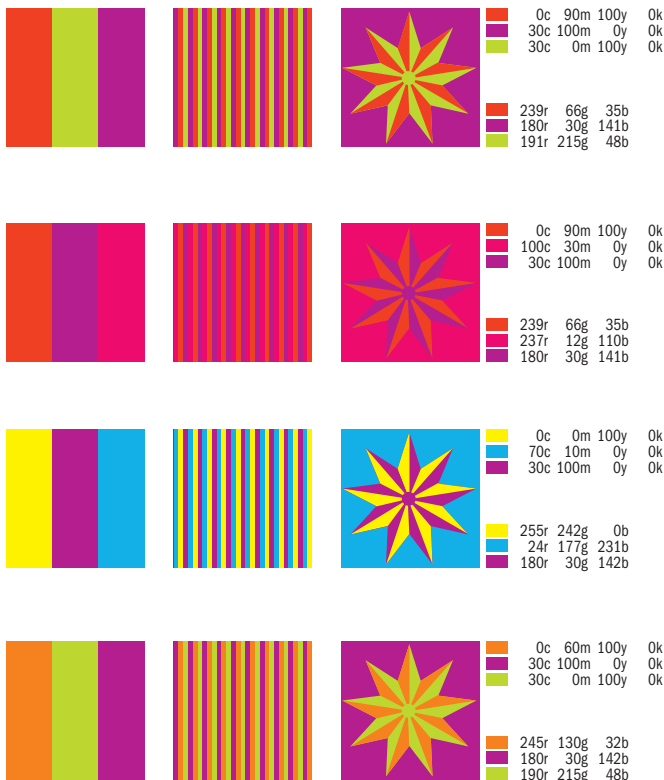
# INTENSE HUES, PALETTE 1



# ACTIVE

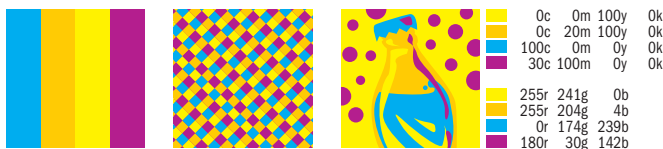


# INTENSE HUES, PALETTE 1





# INTENSE HUES, PALETTE 1



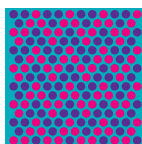




## INTENSE HUES, PALETTE 2

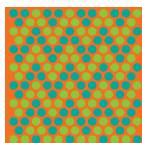


# ACTIVE



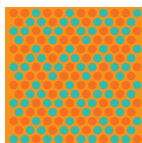
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80c	100m	0y	0k
0c	100m	10y	0k

0r	171g	188b
92r	46g	145b
237r	0g	128b



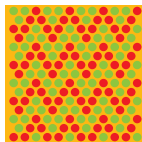
0c	70m	100y	0k
100c	0m	50y	0k
50c	0m	100y	0k

243r	112g	33b
0r	169g	157b
140r	197g	63b



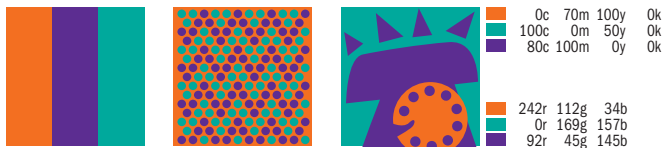
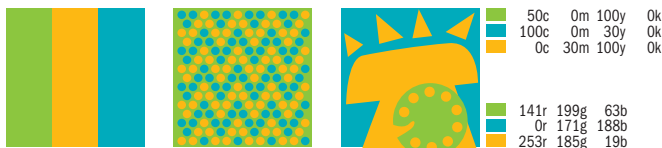
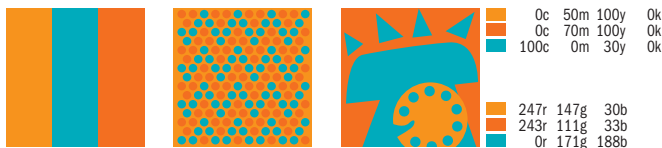
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0c	70m	100y	0k
70c	0m	40y	0k

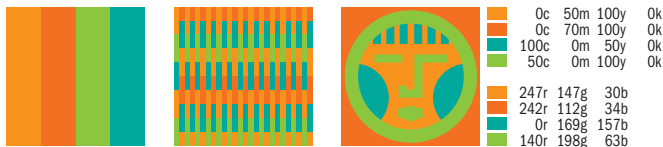
247r	147g	30b
243r	112g	33b
49r	188g	173b

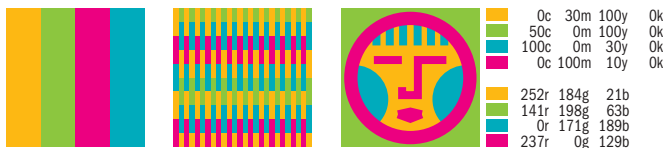


0c	30m	100y	0k
50c	0m	100y	0k
0c	100m	100y	0k

253r	184g	19b
140r	198g	63b
237r	28g	36b







# QUICK COLOR COMBINATIONS

Begin by selecting a color that will enforce your message conceptually while appealing to your target audience. This is your “foundation color.” Now look for companion hues to add to your foundation color by exploring the following relationships: analogous, split complementary, triadic and monochromatic.

If your foundation color is muted, try muting the other colors similarly. Also see what happens when it is combined with colors that are fully saturated.

---

## Analogous:

Hues positioned directly next to a foundation color on the color wheel. The neighbors could be those on either side of the original hue, or the pair of colors to its left or right.



---

## Analogous, variation:

Sets made of every-other spoke on the color wheel.



### Split Complementary:

The two colors on either side of a foundation hue's complement.



---

### Triadic:

A set of three hues that are equally spaced around the color wheel.



---

### Monochromatic:

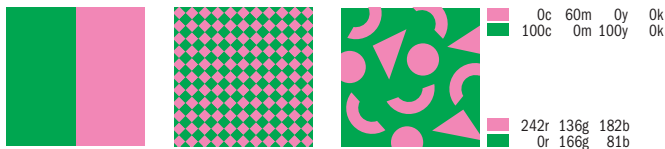
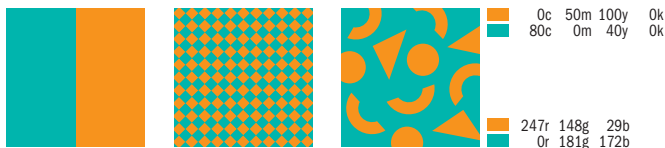
A hue that is combined with versions of itself that are of greater or lesser value or saturation.



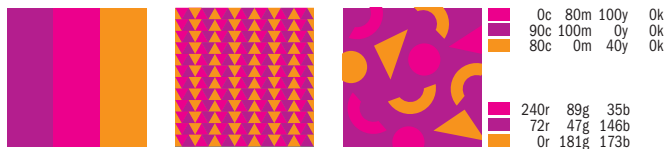




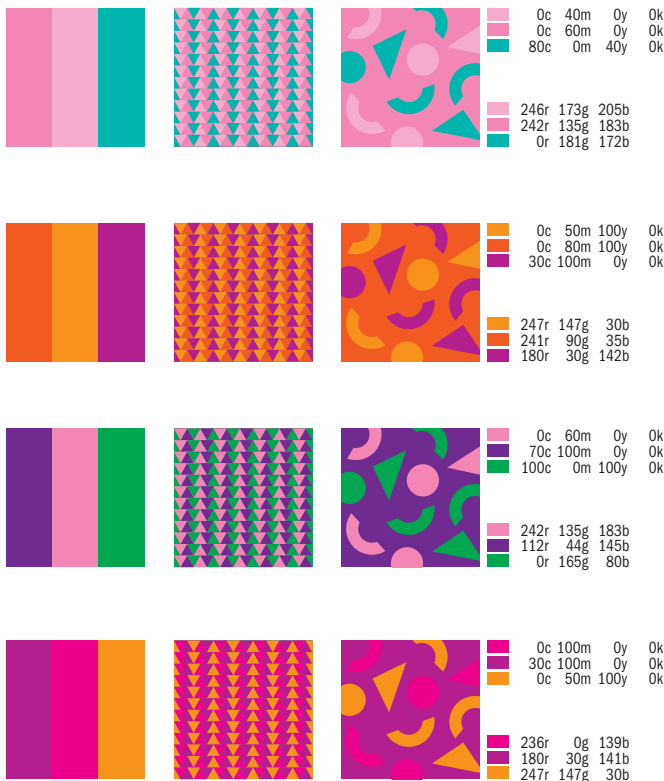
# INTENSE HUES, PALETTE 3



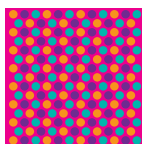
# ACTIVE



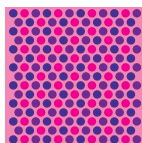
# INTENSE HUES, PALETTE 3



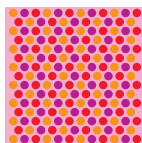
# ACTIVE



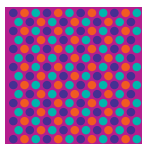
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80c	0m	40y	0k
235r	0g	140b	
112r	44g	145b	
247r	147g	30b	
0r	181g	173b	



0c	60m	0y	0k
0c	100m	0y	0k
90c	100m	0y	0k
70c	100m	0y	0k
242r	135g	183b	
236r	0g	140b	
71r	47g	146b	
112r	44g	145b	

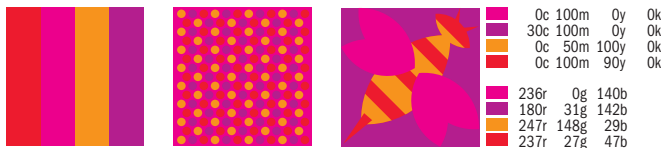
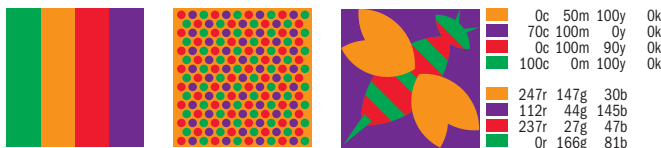
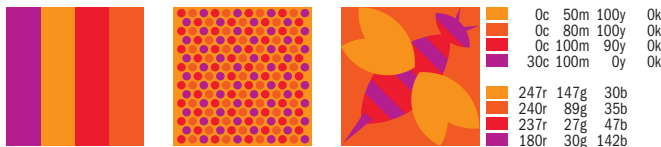
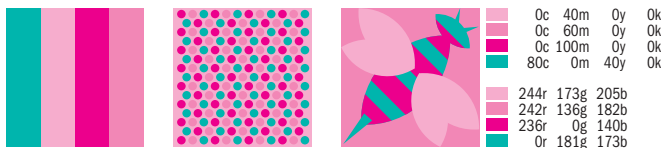


0c	40m	0y	0k
30c	100m	0y	0k
0c	50m	100y	0k
0c	100m	90y	0k
246r	173g	205b	
180r	30g	141b	
247r	147g	30b	
237r	29g	47b	



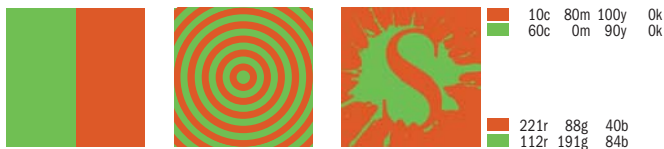
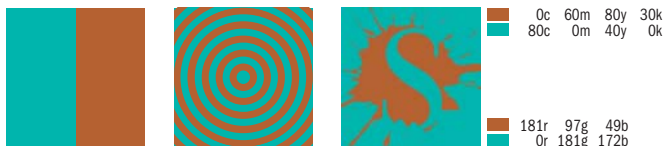
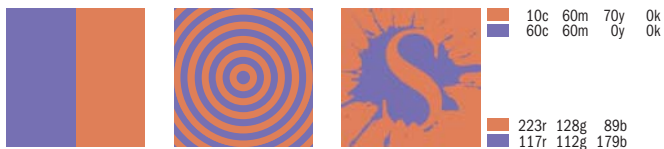
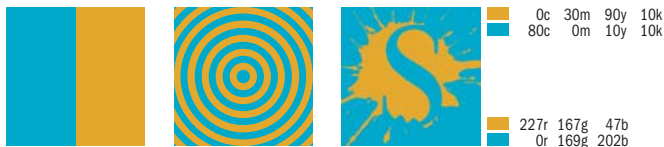
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90c	100m	0y	0k
80c	0m	40y	0k
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241r	89g	34b	
71r	47g	145b	
0r	181g	172b	

# INTENSE HUES, PALETTE 3



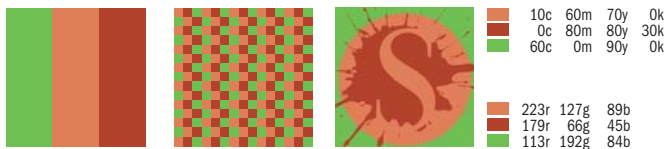
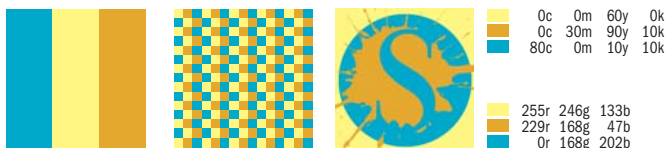
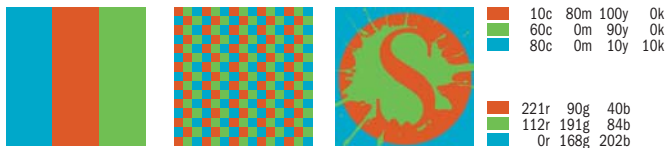
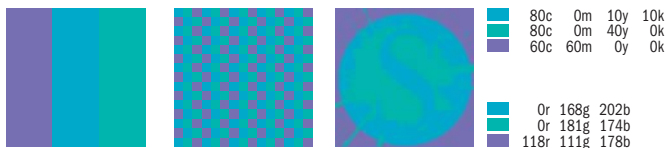


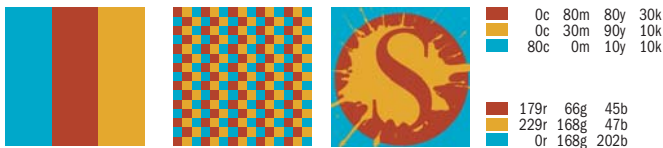
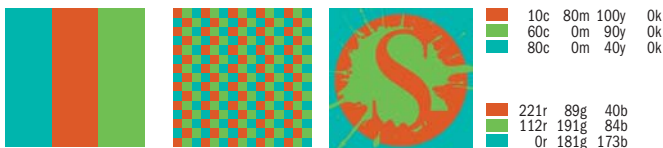
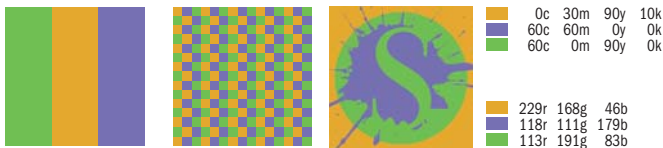
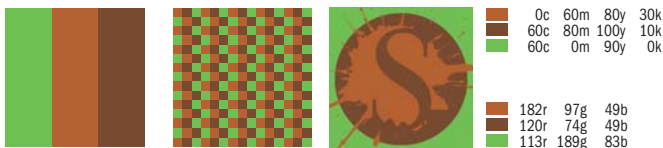
# INTENSE NATURAL TONES



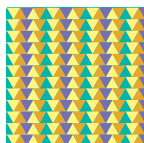


# ACTIVE

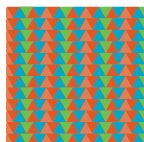




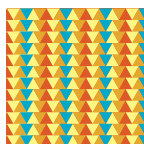
# ACTIVE



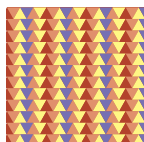
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80c	0m	40y	0k
60c	60m	0y	0k
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229r	168g	47b	
0r	180g	172b	
118r	112g	179b	



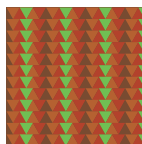
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10c	60m	70y	0k
60c	0m	90y	0k
221r	90g	40b	
0r	168g	202b	
223r	127g	89b	
112r	191g	84b	



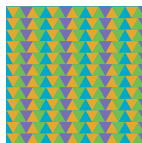
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229r	168g	47b	
221r	89g	40b	
0r	168g	203b	



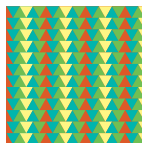
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255r	246g	133b	
179r	66g	45b	
117r	111g	178b	



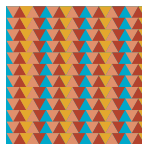
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179r	65g	45b	
119r	75g	49b	
113r	192g	84b	



0c	30m	90y	10k
60c	0m	90y	0k
80c	0m	10y	10k
60c	60m	0y	0k
229r	168g	46b	
113r	191g	83b	
0r	168g	203b	
118r	111g	178b	



80c	0m	40y	0k
60c	0m	90y	0k
10c	80m	100y	0k
0c	0m	60y	0k
0r	181g	173b	
112r	191g	84b	
221r	88g	40b	
255r	246g	133b	



10c	50m	60y	0k
0c	80m	80y	30k
80c	0m	10y	10k
0c	30m	90y	10k
224r	145g	108b	
179r	66g	45b	
0r	168g	203b	
229r	168g	47b	

### **3: QUIET**

Calm. Serene. Relaxed. Sometimes pale, sometimes dark, sometimes in between.

Hues in the blue, blue-green and blue-violet spectrum convey a visual quietude to many people. Generally speaking, people do not see these colors as signals for alarm in the way they might react to red, yellow or orange tones.

Palettes built with colors of any hue can be calmed by muting their saturation levels (see the examples on pages 186–187) or by restricting the differences in value between a palette's members. A combination of pale or pastel hues can also be used to transmit low-key emotional conveyances.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

### **Brainstorming Quiet Hues:**

*Consider blues, blue-greens, blue-violets. Think about using full-strength, muted, dark or pale versions of these hues.*

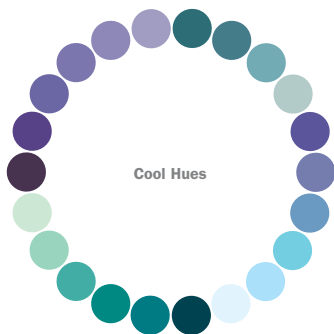
*Muted, dark or pale renditions of any color can deliver calming conveyances.*

*What about complementing the flowing, soothing graphic elements of your layout with a palette of quiet hues?*

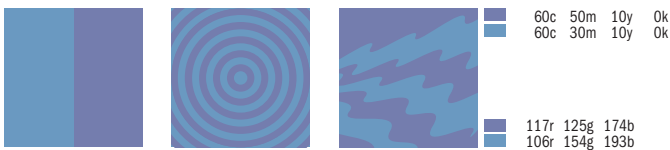
*As always, take a look at different background options. Should your quiet hues be set against a dark, light, bright or muted backdrop?*

*Limiting the value contrasts in a palette of quiet hues further softens their visual impact.*

*If you are constructing a layout using restrained colors, thoroughly consider your typographic and compositional options. Which choices pair best the palette you are using?*

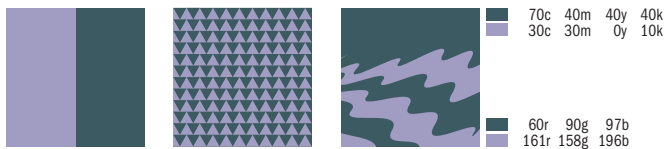
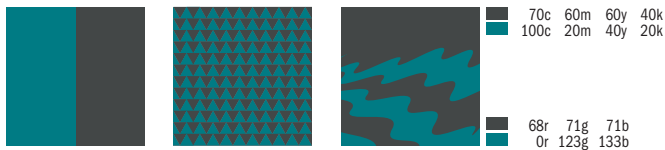
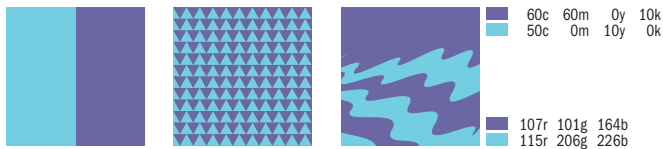
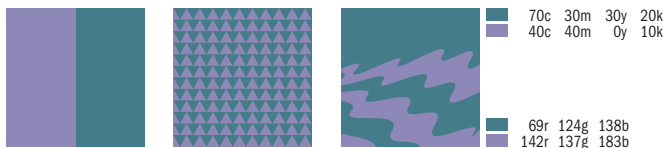


## COOL HUES

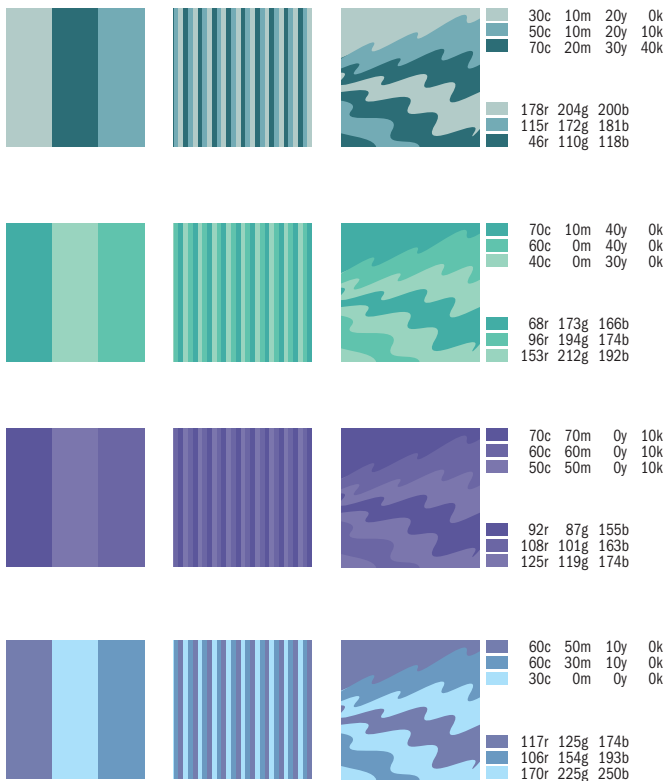




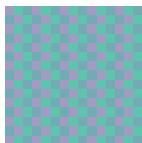
## QUIET



## COOL HUES

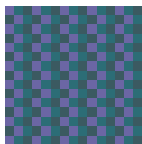


## QUIET



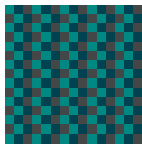
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50c	10m	20y	10k

160r	156g	194b
97r	195g	173b
115r	172g	182b



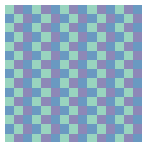
60c	60m	0y	10k
70c	20m	30y	40k
70c	40m	40y	40k

107r	102g	164b
45r	110g	118b
59r	91g	98b



90c	20m	50y	10k
100c	60m	50y	40k
70c	60m	60y	40k

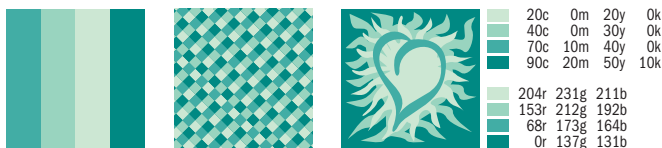
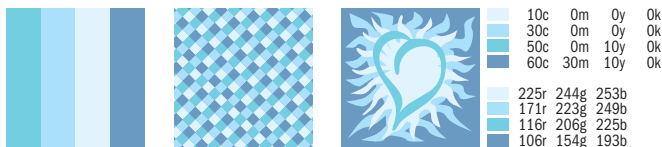
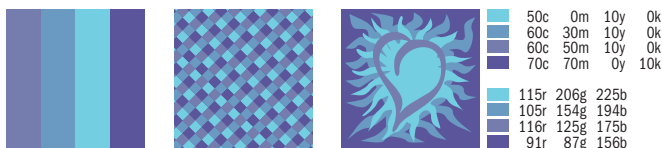
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0r	66g	80b
68r	72g	72b



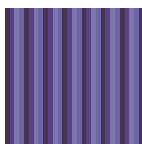
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60c	30m	10y	0k

154r	212g	192b
142r	137g	182b
106r	154g	193b

## COOL HUES



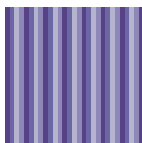
# QUIET



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70c	80m	40y	40k

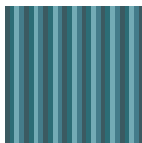
123r	119g	172b
107r	102g	164b
88r	65g	135b
71r	50g	79b



20c	20m	0y	10k
40c	40m	0y	10k
60c	60m	0y	10k
70c	80m	0y	20k

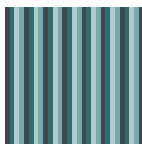
180r	179g	207b
142r	137g	183b
108r	102g	164b
88r	66g	136b



50c	10m	20y	10k
70c	30m	30y	20k
70c	20m	30y	40k
70c	40m	40y	40k

115r	172g	181b
69r	124g	139b
44r	110g	118b
60r	90g	97b

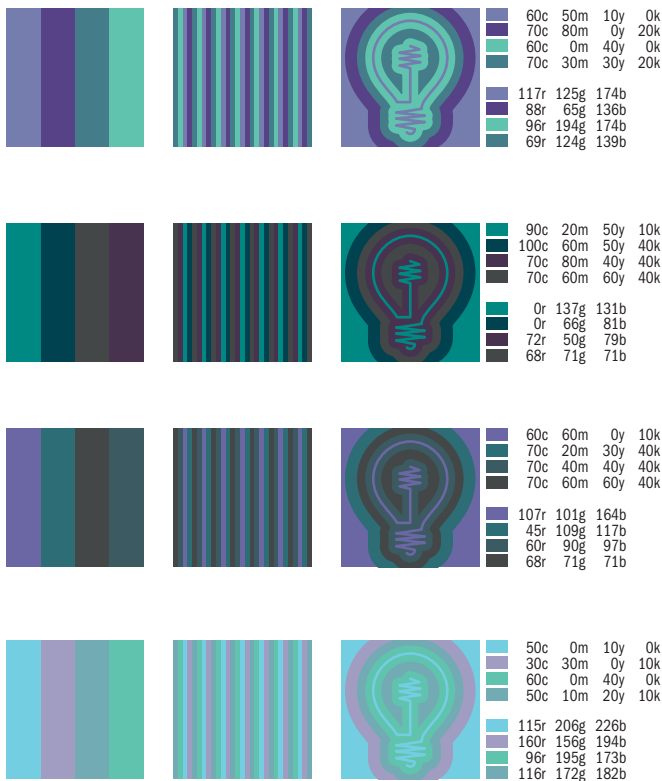


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50c	10m	20y	10k
70c	20m	30y	40k
70c	60m	60y	40k

179r	203g	200b
115r	172g	181b
46r	110g	118b
68r	72g	72b

# COOL HUES

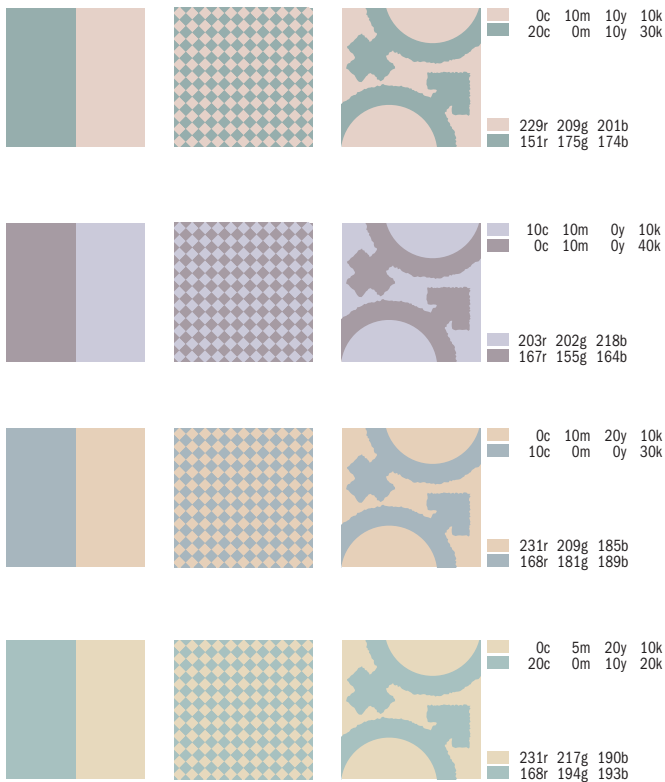


## QUIET

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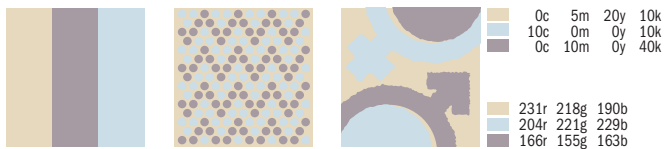
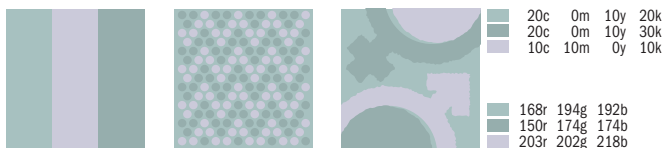
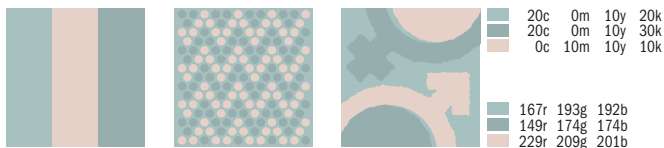


# PALE, MUTED

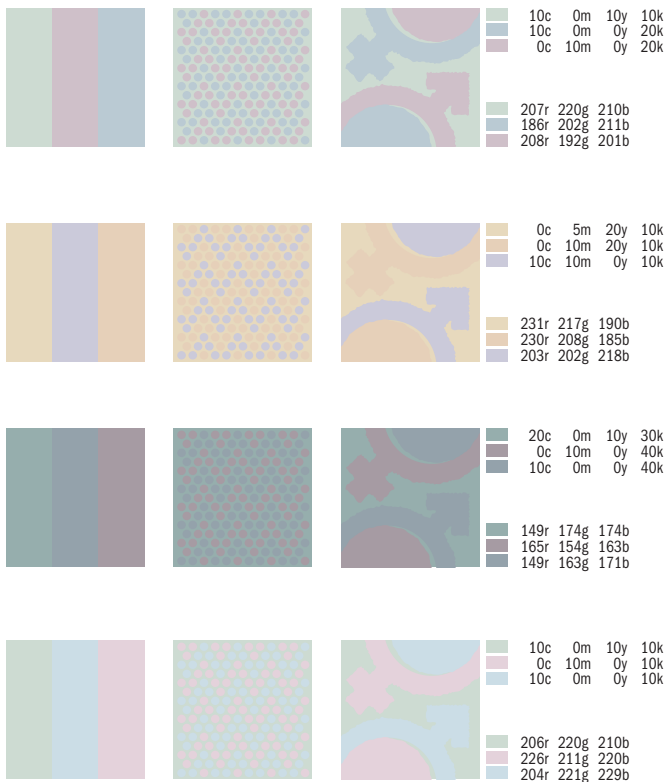




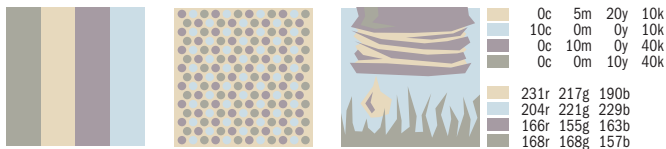
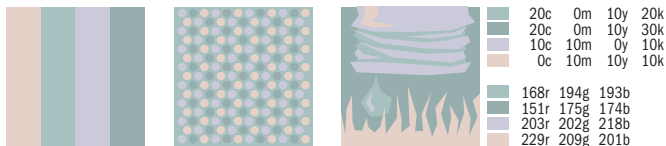
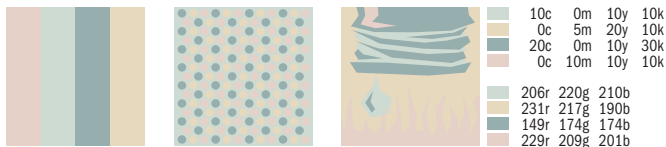
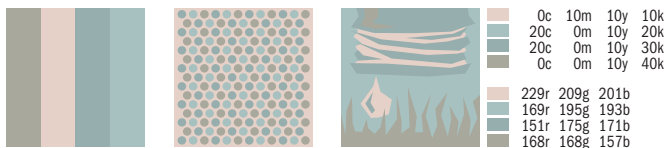
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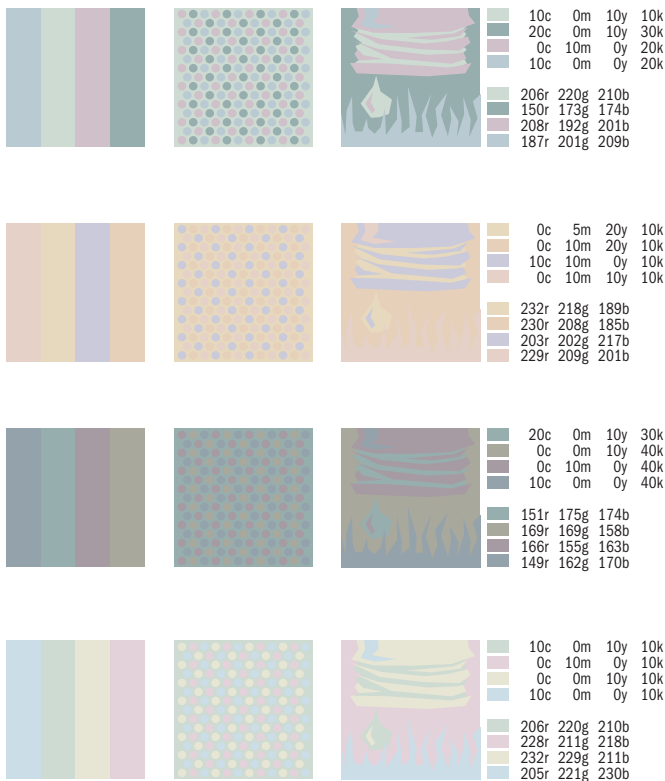
# PALE, MUTED

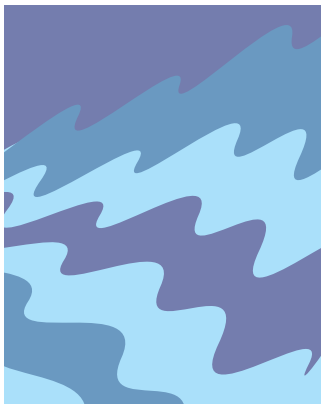


## QUIET



# PALE, MUTED



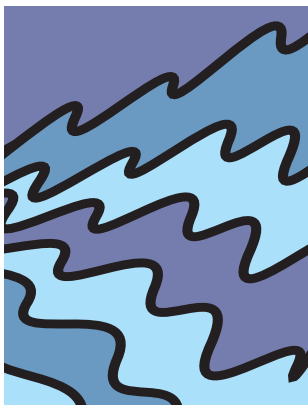
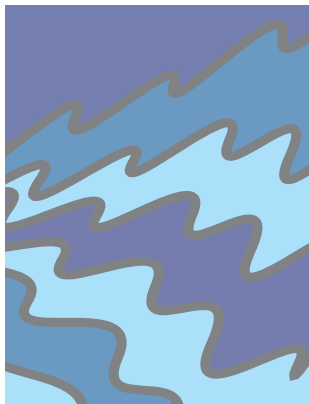


Consider using lines as dividers between the colors in an illustration or design. Lines between colors can improve the clarity of an image's content while contributing stylistically to its appearance.

The illustration at left contains four shades that have no separation between them.

The examples at right show the same design with white, black and gray lines used as dividers. A fourth illustration features a different sort of divider between hues: blurred edges.

Other options that could be considered are colored lines; lines that are either thicker or thinner than those shown here; lines with textured edges; and lines that appear sketched, scratched or painted.

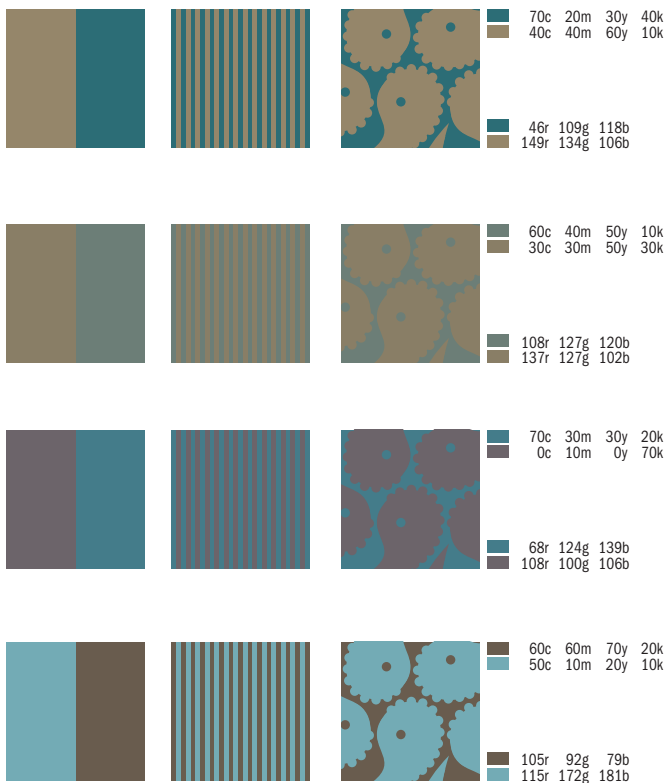


## QUIET

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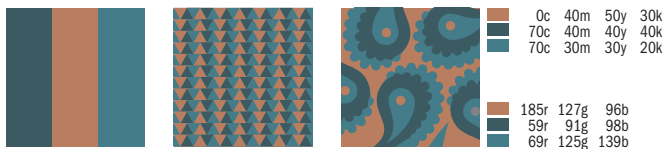
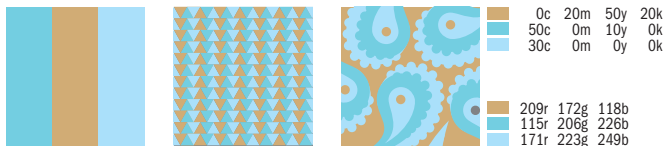
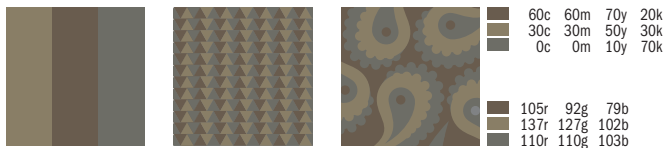
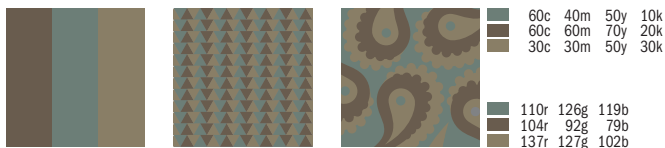


## DARKER TONES

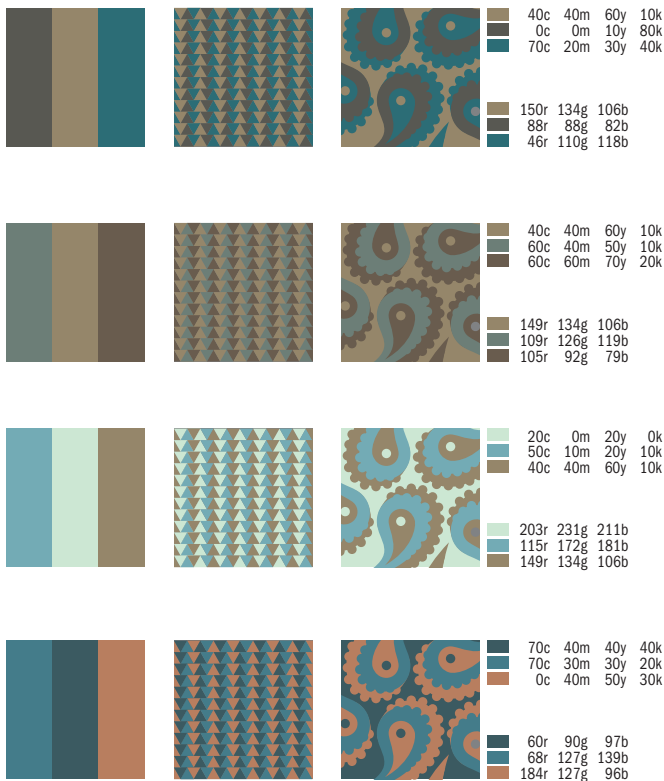




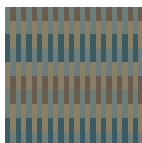
## QUIET



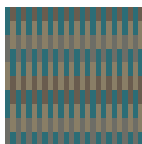
## DARKER TONES



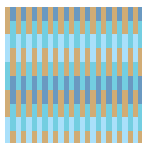
## QUIET



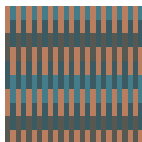
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30c	30m	50y	30k
70c	40m	40y	40k
109r	127g	119b	
106r	92g	79b	
137r	127g	102b	
60r	90g	97b	



70c	20m	30y	40k
60c	60m	70y	20k
30c	30m	50y	30k
0c	0m	10y	70k
45r	109g	118b	
105r	92g	79b	
137r	127g	102b	
109r	109g	102b	

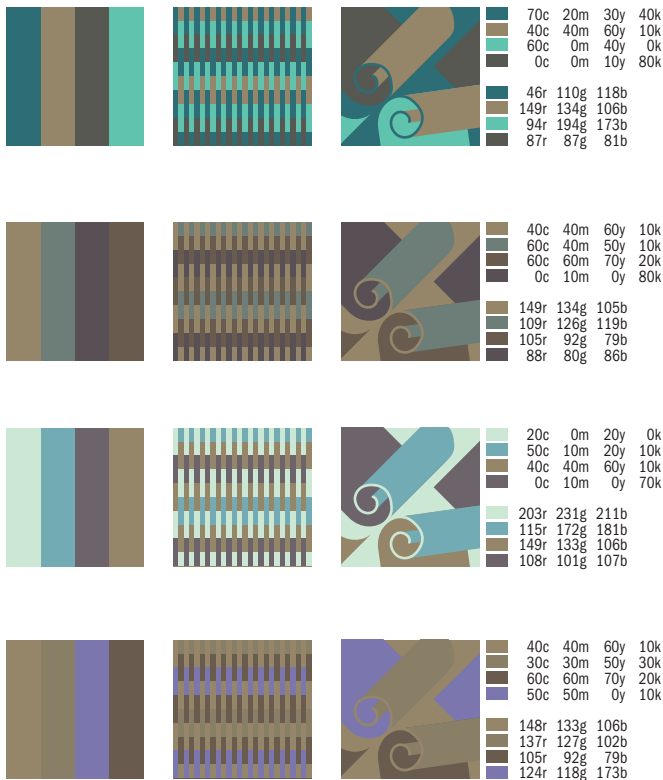


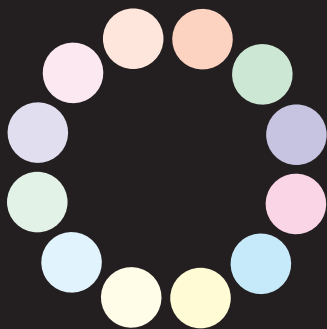
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60c	30m	10y	0k
50c	0m	10y	0k
30c	0m	0y	0k
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107r	154g	194b	
115r	206g	225b	
171r	223g	249b	



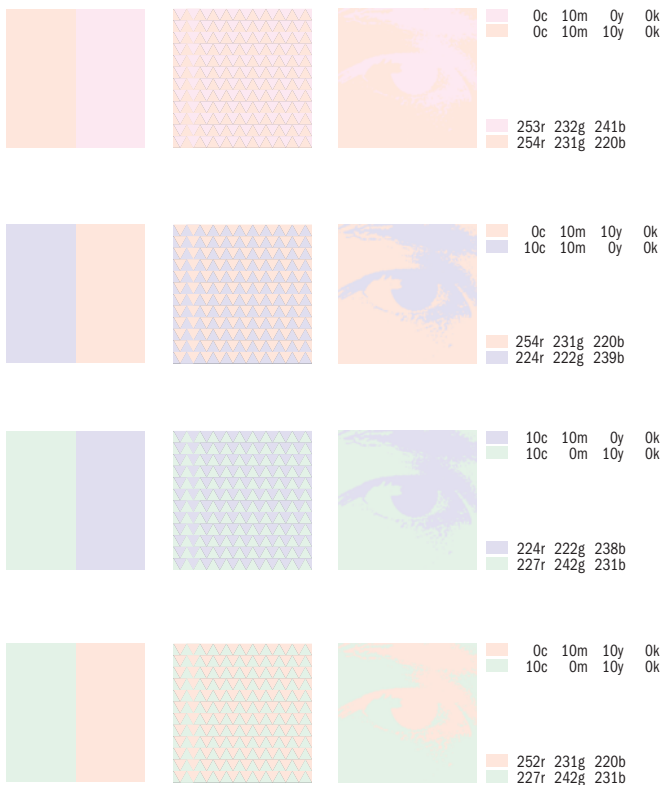
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70c	40m	40y	40k
0c	0m	10y	80k
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69r	124g	139b	
60r	90g	97b	
89r	89g	83b	

## DARKER TONES

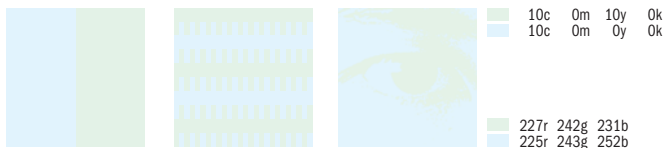




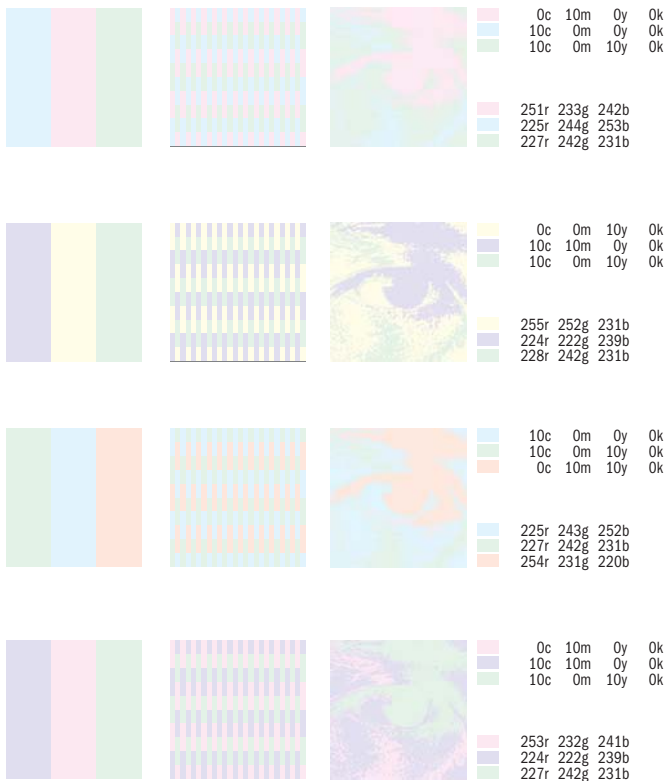
# LIGHT TINTS



# QUIET

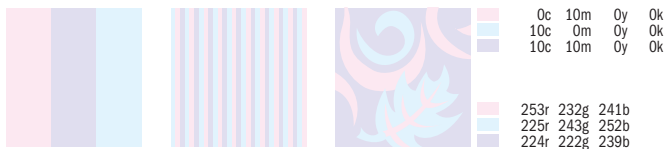


# LIGHT TINTS

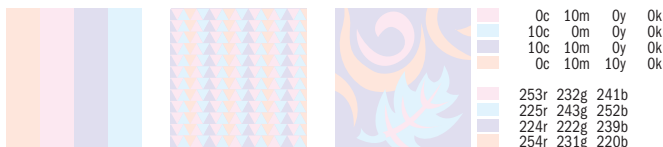
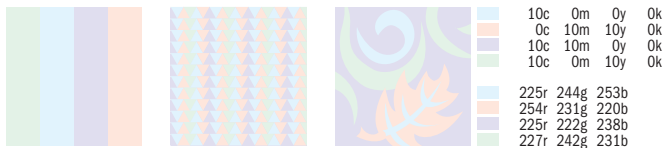
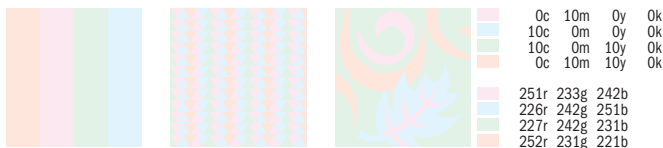




# QUIET



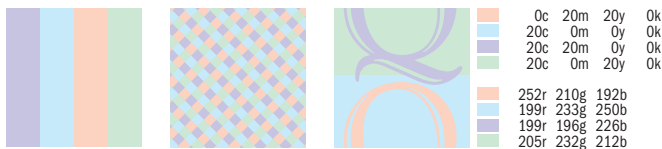
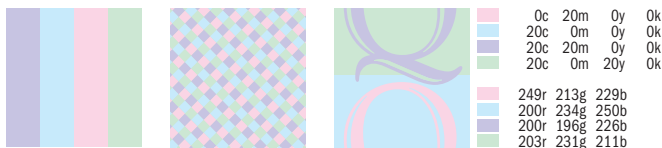
# LIGHT TINTS



# QUIET



# LIGHT TINTS



## **4: PROGRESSIVE**

Every viewer has her/his idea of what a cutting-edge palette is today, what it was yesterday, and what it might be tomorrow. The hues and combinations featured in this chapter were selected because they are among those that seem to continually resurface in the media.

How do you know what colors are at the forefront of style and which ones aren't? Here's one way: Observe, study and expose yourself to contemporary culture until you feel like you have a good sense for what's happening in visual media today (trend-setting magazines and clothing stores are a good place to start).

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Progressive Combinations:**

*Maintain a fresh sense of color trends by keeping tabs on progressive magazines, websites, television shows, movies, clothes and music packaging.*

*What kinds of colors are being used by cutting-edge retail shops these days?*

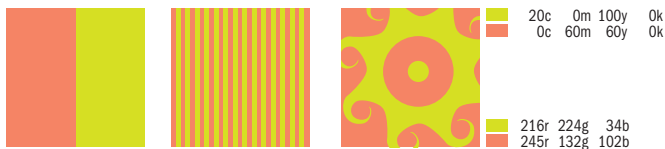
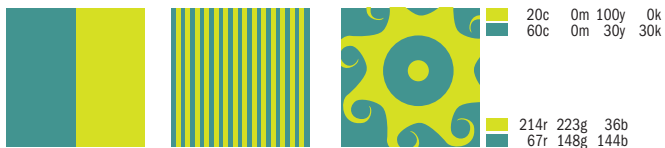
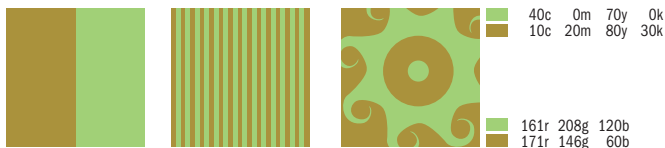
*How progressively-minded is the audience you are designing for? Are their style-based color and layout assumptions the same as yours? Get in sync with your audience by spending time viewing the media they view.*

*What is your forward-thinking client's competition doing? What colors can you choose to set your client apart from the crowd?*

*Stretch your ideas to the breaking point. Break into new territory.*

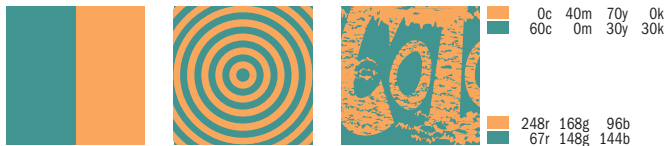
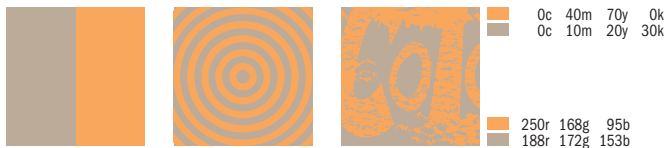
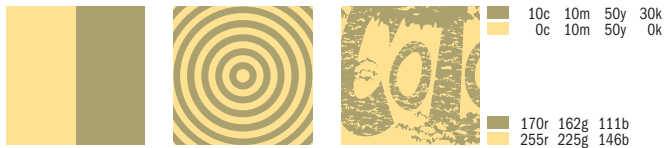
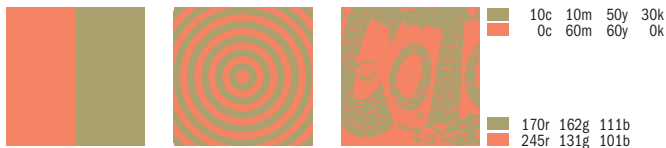


# MIXED PALETTE

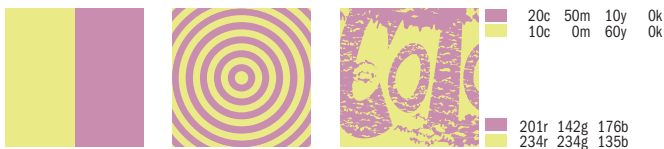
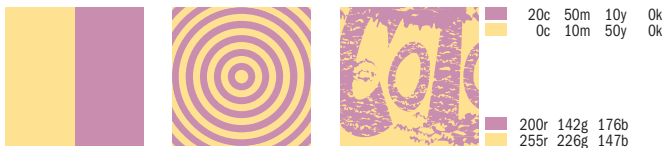
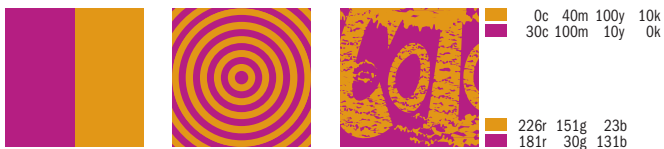




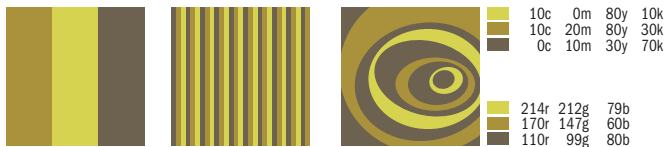
## PROGRESSIVE



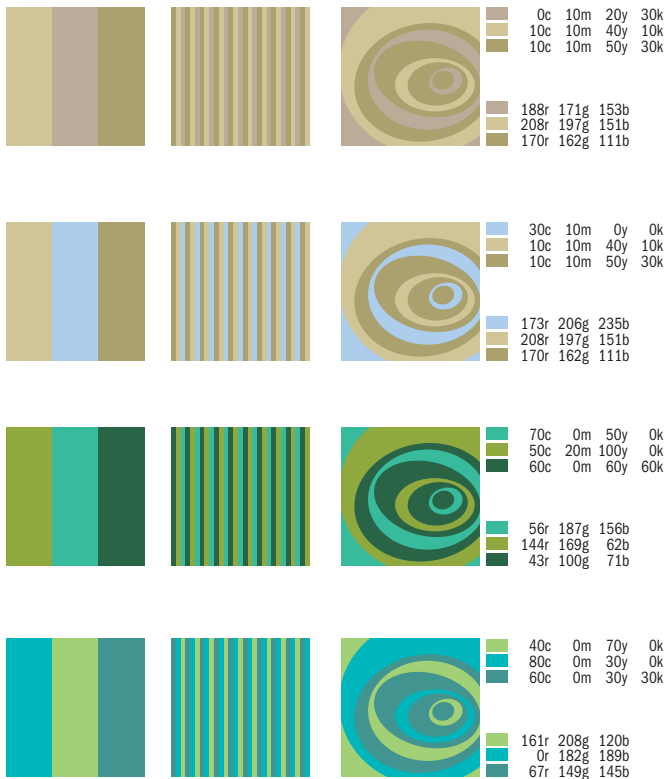
# MIXED PALETTE



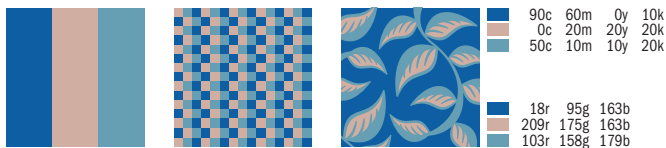
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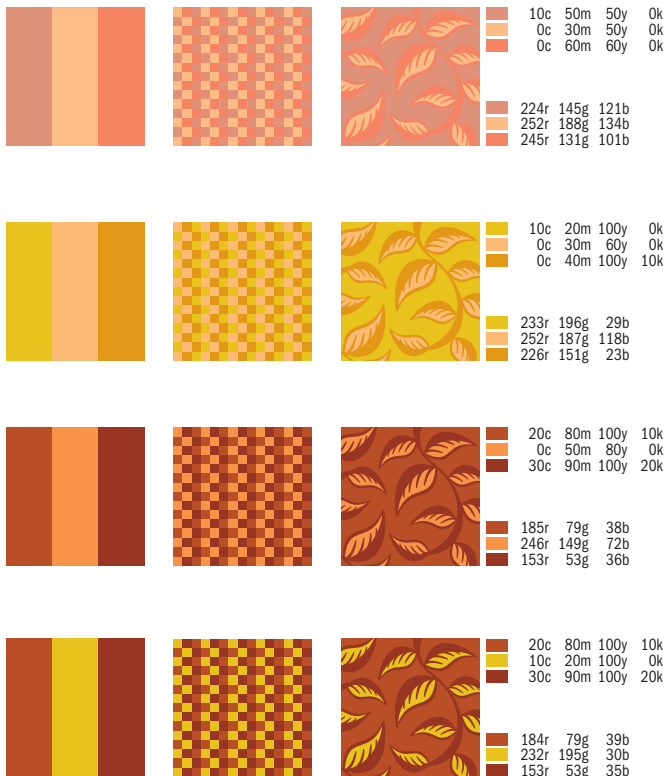
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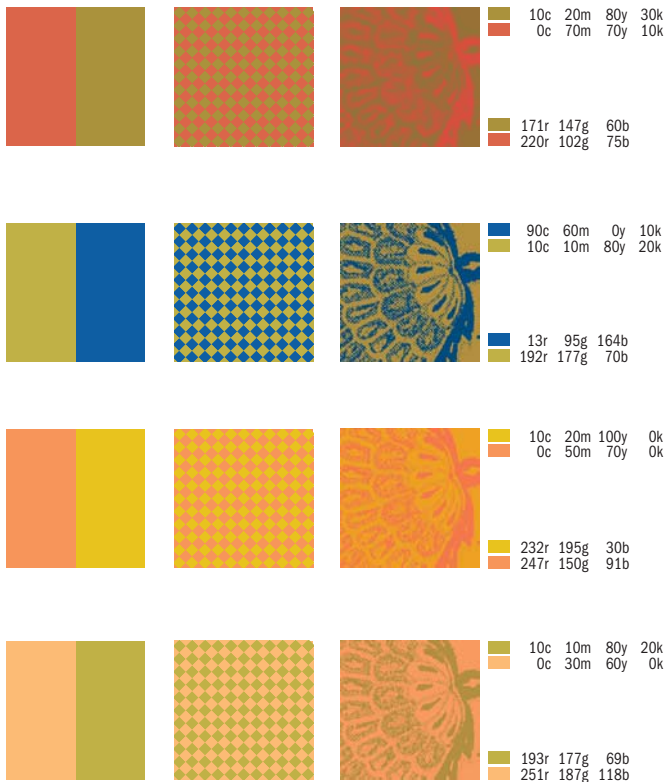
# PROGRESSIVE



# MIXED PALETTE

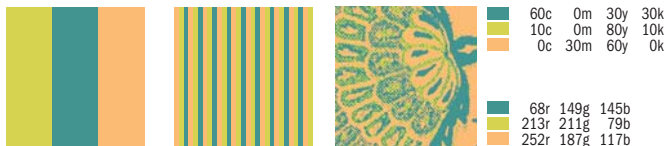
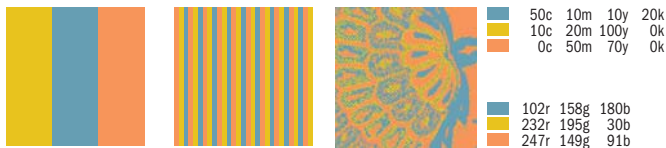
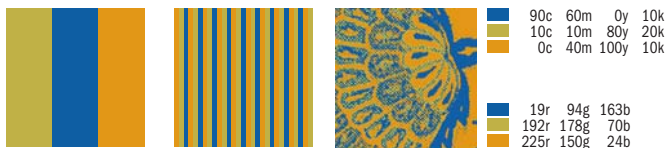


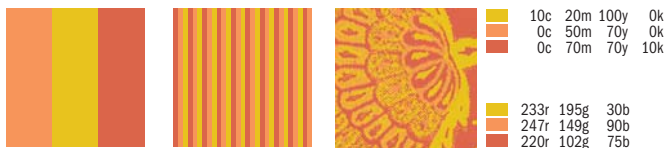
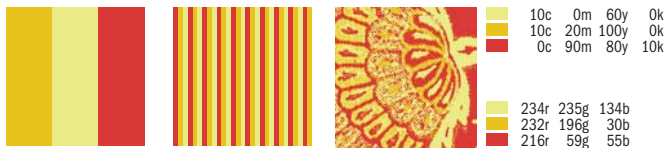
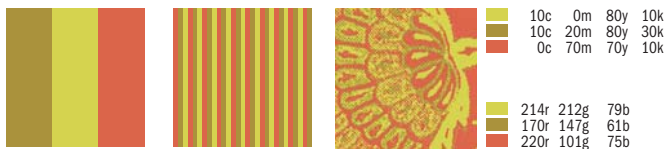




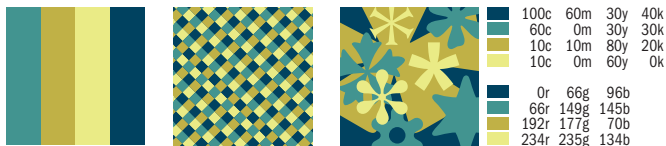
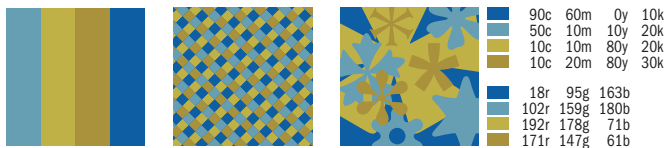
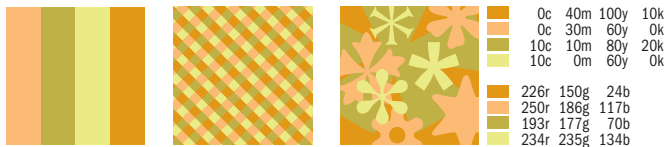
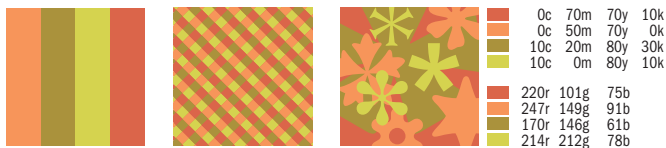


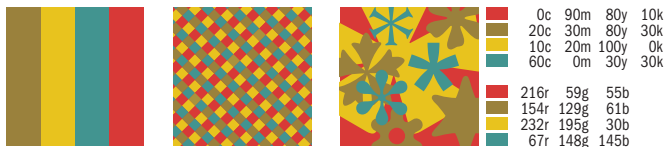
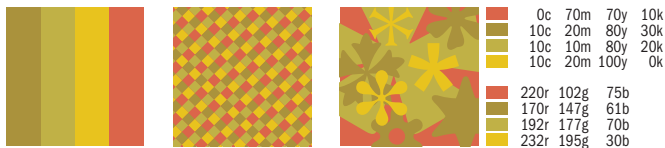
# PROGRESSIVE





# PROGRESSIVE





## UNEXPECTED COLOR



Color speaks through our eyes just as words do through our ears.

So what happens when we “speak” visual nonsense?

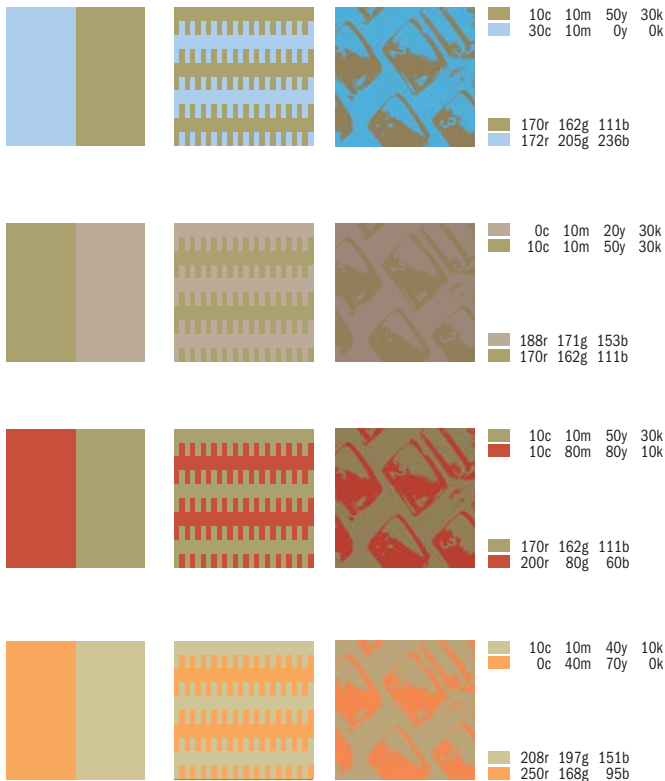
Could an unexpected application of color add strength to your message? Could an unusual hue draw attention to an image while enforcing an intriguing idea?

Consider using image-altering software such as Photoshop to add a color-bending twist to your photos and illustrations.

A hint: when adding color to an image in Photoshop, apply the color on a layer of its own. Then, set the layer’s pull-down menu to “multiply,” “soft light, or “overlay.” These settings tend to allow the colors and textures of the underlying image to blend realistically with the colors being added.

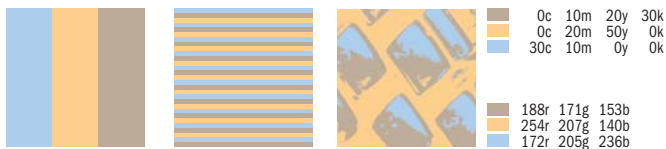








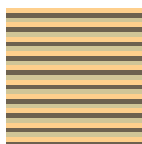
## PROGRESSIVE





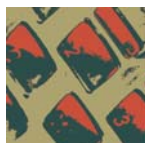
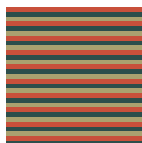
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■	10c	10m	50y	30k
■	30c	10m	0y	0k

■	110r	99g	80b
■	170r	162g	111b
■	172r	205g	236b



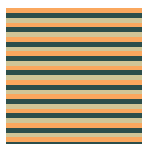
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■	10c	10m	40y	10k
■	0c	20m	50y	0k

■	110r	99g	80b
■	208r	197g	151b
■	254r	207g	140b



■	80c	50m	60y	40k
■	10c	10m	50y	30k
■	10c	80m	80y	10k

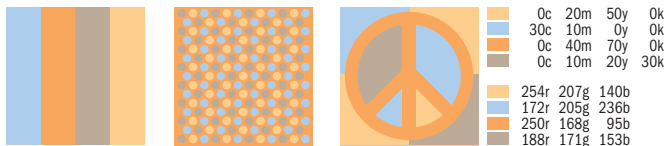
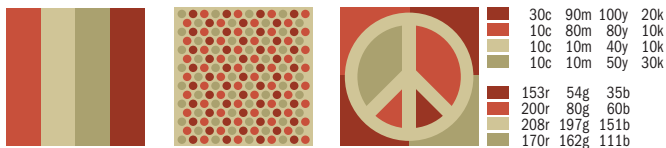
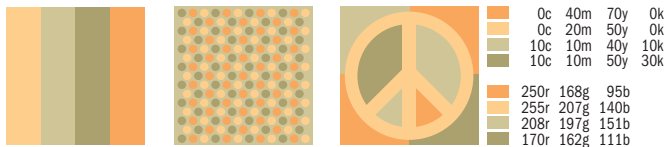
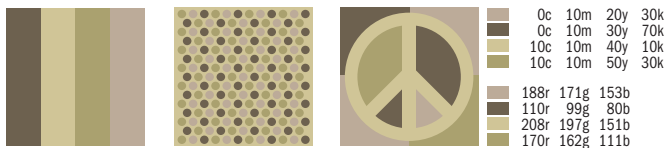
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■	170r	162g	111b
■	200r	80g	60b

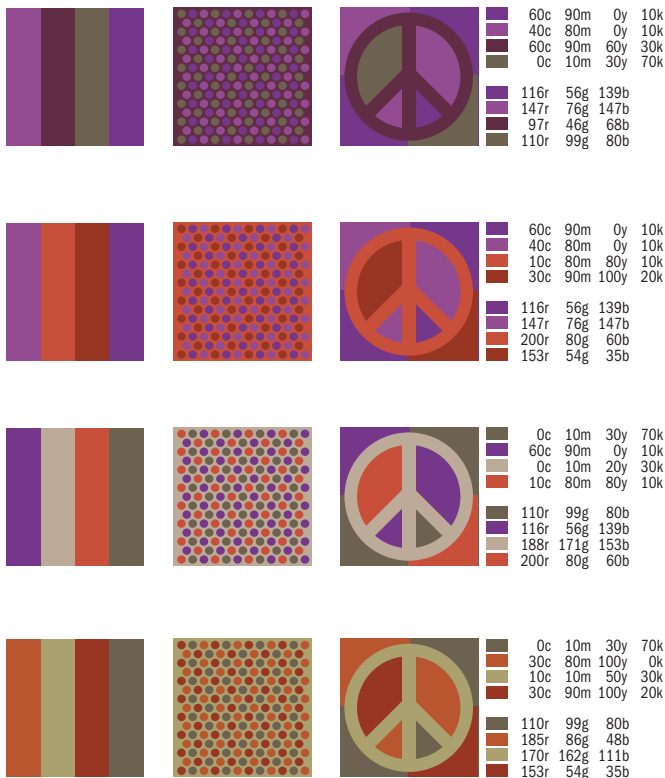


■	80c	50m	60y	40k
■	10c	10m	40y	10k
■	0c	40m	70y	0k

■	45r	78g	75b
■	208r	197g	151b
■	250r	168g	95b

# PROGRESSIVE





# PROGRESSIVE



60c	90m	60y	30k
0c	10m	20y	30k
0c	20m	50y	0k
10c	10m	40y	10k

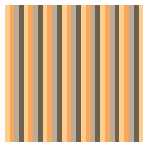
97r	46g	68b
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60c	90m	60y	30k
30c	10m	0y	0k
0c	40m	70y	0k
10c	10m	50y	30k

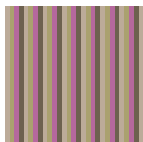
97r	46g	68b
172r	205g	236b
250r	168g	95b
170r	162g	111b



0c	10m	30y	70k
0c	10m	20y	30k
0c	40m	70y	0k
0c	20m	50y	0k

110r	99g	80b
188r	171g	153b
250r	168g	95b
255r	207g	140b



0c	10m	30y	70k
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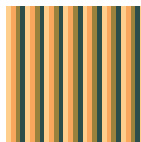
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170r	162g	111b
188r	171g	153b



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10c	10m	50y	30k
10c	10m	40y	10k
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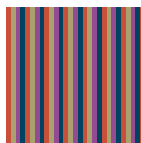
45r	78g	75b
170r	162g	111b
208r	197g	151b
254r	207g	140b



80c	50m	60y	40k
20c	30m	80y	30k
0c	40m	70y	0k
0c	20m	50y	0k

45r	78g	75b
154r	129g	61b
250r	168g	95b
255r	207g	140b



100c	60m	30y	40k
40c	80m	0y	10k
10c	10m	50y	30k
10c	80m	80y	10k

0r	66g	97b
147r	76g	147b
170r	162g	111b
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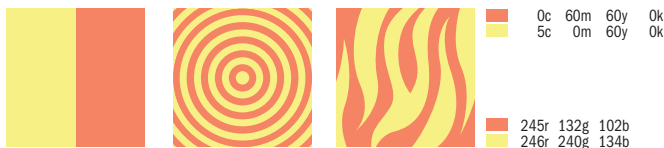
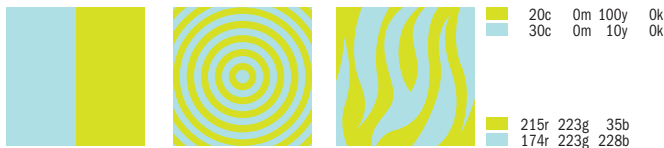
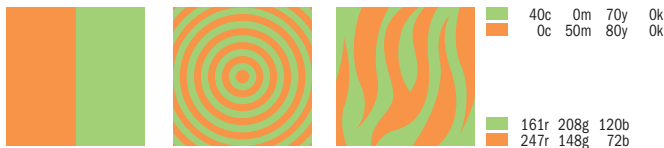


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30c	90m	100y	20k
10c	80m	80y	10k

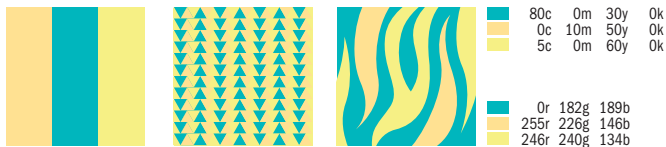
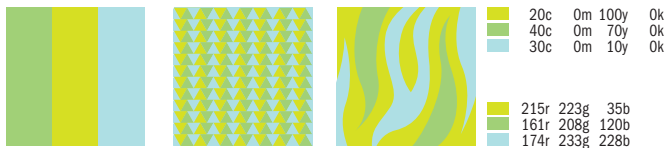
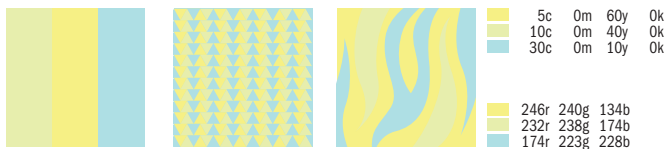
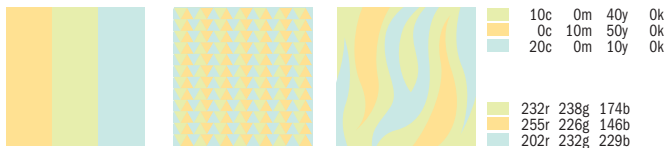
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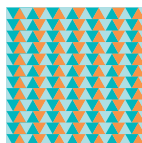






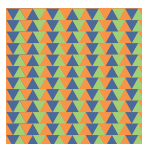
# PROGRESSIVE





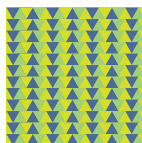
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30c	0m	10y	0k

0r	182g	189b
247r	148g	72b
174r	223g	228b



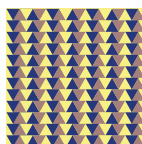
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40c	0m	70y	0k
0c	50m	80y	0k

73r	106g	154b
161r	208g	120b
247r	148g	72b



80c	60m	20y	0k
40c	0m	70y	0k
20c	0m	100y	0k

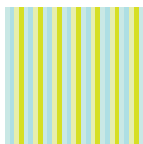
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161r	208g	120b
215r	223g	35b



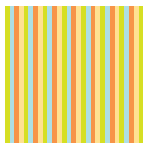
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5c	0m	60y	0k

40r	55g	123b
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246r	240g	134b

# PROGRESSIVE



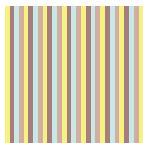
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215r	223g	35b	
232r	238g	174b	
202r	232g	229b	



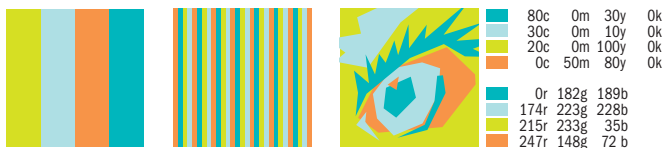
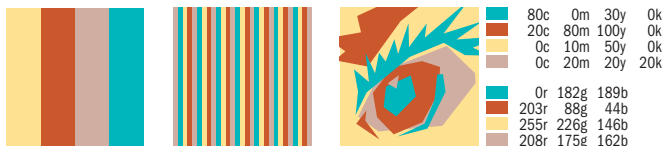
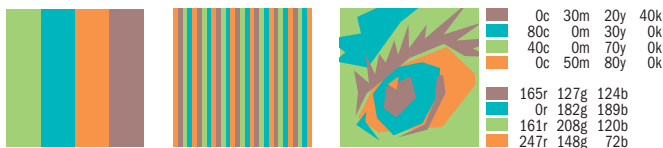
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0c	10m	50y	0k
0c	50m	80y	0k
20c	0m	100y	0k
174r	223g	228b	
255r	226g	146b	
247r	148g	72b	
215r	223g	35b	




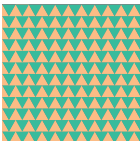


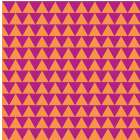

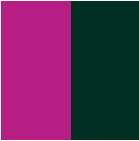
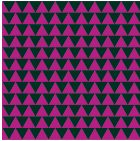

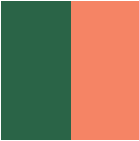
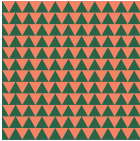

0c	30m	20y	40k
0c	20m	20y	20k
0c	10m	50y	0k
0c	50m	80y	0k
165r	127g	124b	
208r	175g	162b	
255r	226g	146b	
247r	148g	72b	



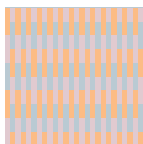
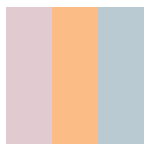
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20c	0m	10y	0k
5c	0m	60y	0k
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208r	175g	162b	
202r	232g	229b	
246r	240g	134b	





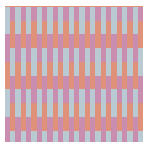
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			<p> <span>30c</span> <span>100m</span> <span>10y</span> <span>0k</span>  <span>0c</span> <span>50m</span> <span>80y</span> <span>0k</span> </p> <p> <span>181r</span> <span>30g</span> <span>130b</span>  <span>247r</span> <span>148g</span> <span>72b</span> </p>
			<p> <span>60c</span> <span>0m</span> <span>50y</span> <span>90k</span>  <span>30c</span> <span>100m</span> <span>10y</span> <span>0k</span> </p> <p> <span>0r</span> <span>49g</span> <span>35b</span>  <span>181r</span> <span>30g</span> <span>130b</span> </p>
			<p> <span>0c</span> <span>60m</span> <span>60y</span> <span>0k</span>  <span>60c</span> <span>0m</span> <span>60y</span> <span>60k</span> </p> <p> <span>245r</span> <span>132g</span> <span>102b</span>  <span>43r</span> <span>100g</span> <span>71b</span> </p>

# PROGRESSIVE



10c	0m	0y	20k
0c	30m	50y	0k
10c	20m	10y	0k

186r	202g	211b
252r	188g	134b
225r	203g	208b



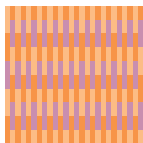
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10c	0m	0y	20k
20c	50m	10y	0k

224r	145g	121b
186r	202g	211b
201r	142g	176b




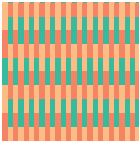





30c	100m	10y	0k
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10c	0m	0y	20k

181r	30g	130b
201r	142g	176b
186r	202g	211b



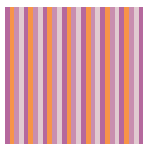
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0c	50m	80y	0k

201r	142g	176b
252r	188g	134b
247r	148g	72b

			<div> <div></div>70c <div></div>0m <div></div>50y <div></div>0k </div> <div> <div></div>0c <div></div>30m <div></div>50y <div></div>0k </div> <div> <div></div>0c <div></div>60m <div></div>60y <div></div>0k </div>
			<div> <div></div>59r <div></div>187g <div></div>156b </div> <div> <div></div>252r <div></div>188g <div></div>134b </div> <div> <div></div>245r <div></div>132g <div></div>102b </div>
			<div> <div></div>0c <div></div>60m <div></div>60y <div></div>0k </div> <div> <div></div>30c <div></div>100m <div></div>10y <div></div>0k </div> <div> <div></div>0c <div></div>50m <div></div>80y <div></div>0k </div>
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			<div> <div></div>0c <div></div>60m <div></div>60y <div></div>0k </div> <div> <div></div>60c <div></div>0m <div></div>60y <div></div>60k </div> <div> <div></div>0c <div></div>50m <div></div>80y <div></div>0k </div>
			<div> <div></div>245r <div></div>132g <div></div>102b </div> <div> <div></div>43r <div></div>100g <div></div>71b </div> <div> <div></div>247r <div></div>148g <div></div>72b </div>



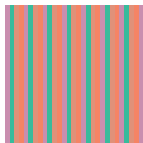
# PROGRESSIVE



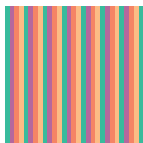
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225r	203g	208b	
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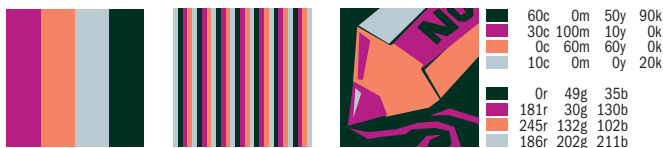
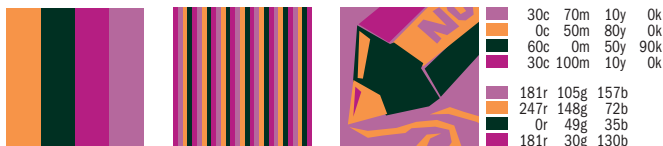
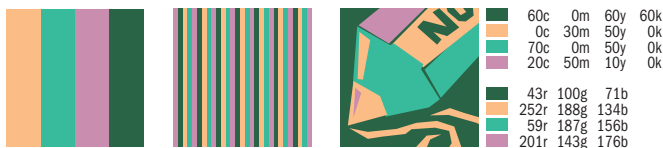
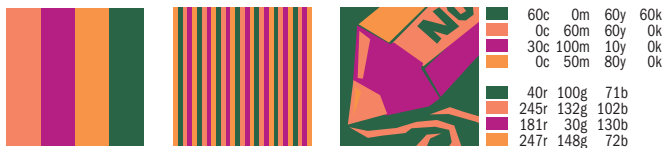
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20c	50m	10y	0k
10c	50m	50y	0k
10c	20m	10y	0k
0r	49g	35b	
201r	142g	176b	
224r	145g	121b	
225r	203g	208b	



70c	0m	50y	0k
10c	50m	50y	0k
0c	60m	60y	0k
20c	50m	10y	0k
59r	187g	156b	
224r	145g	121b	
245r	132g	102b	
201r	142g	176b	



30c	70m	10y	0k
0c	60m	60y	0k
0c	30m	50y	0k
70c	0m	50y	0k
181r	105g	157b	
245r	131g	102b	
252r	188g	134b	
59r	187g	156b	



## 5: RICH

Hues of royalty, tradition, history and wealth are the focus of this chapter: colors and palettes that have appeared and re-appeared across time in places of affluence and honor (as well as in places that aspire to project the essence of these attributes).

Violets and deep blues are often combined with full shades of green, gold, and burgundy to convey a sense of richness. Strong grays and naturals are also seen in sumptuous traditional tapestries, decorations and works of art—often in the role of supporting full-hued primary and secondary colors.

You will notice that value contrasts are limited in many of this chapter's palettes. Restraining the contrast in palettes of rich colors is an effective way of keeping a lid on excitement and pep.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Rich Color Schemes:**

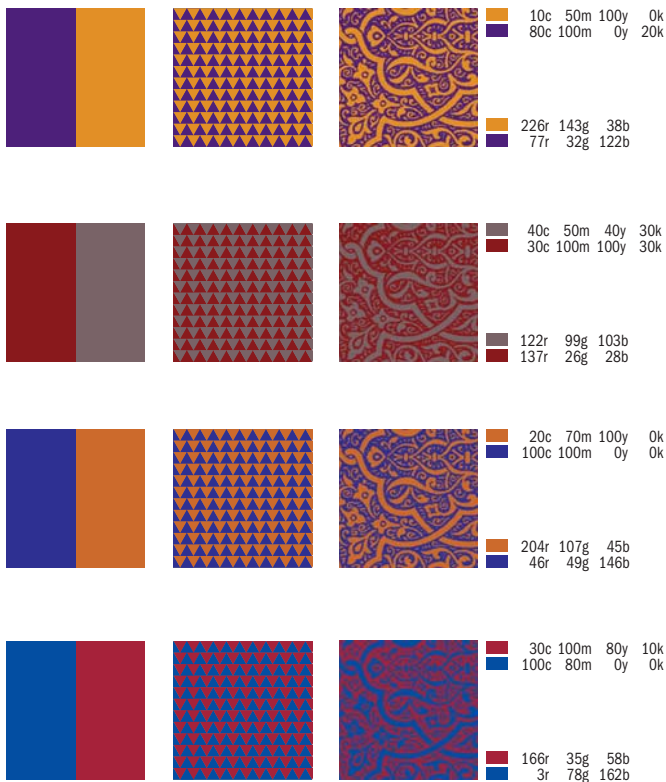
*Investigate images of royalty, wealth and affluent society. Take a look at advertisements for wine, luxury cars, fine home furnishings and formal wear.*

*Look through reference books and websites and note the colors used in traditional tapestries, furnishings and clothing.*

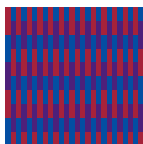
*Connotations of affluence are sometimes delivered through complex palettes of deep-hued colors and neutral tones; sometimes they are conveyed through bright and minimalist applications of color (especially when it comes to modern expressions of wealth).*

*What, besides color, can enforce your layout's message of richness? Ornamentation? Elegant typography? A luxuriously patterned backdrop?*



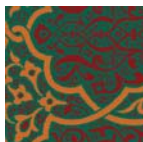
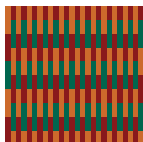


# RICH



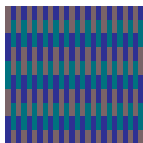
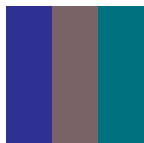
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100c	80m	0y	0k
80c	100m	0y	20k

166r	35g	58b
3r	78g	162b
77r	32g	122b



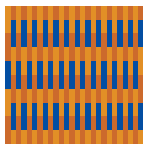
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100c	40m	80y	20k

204r	107g	45b
137r	26g	28b
0r	102g	78b



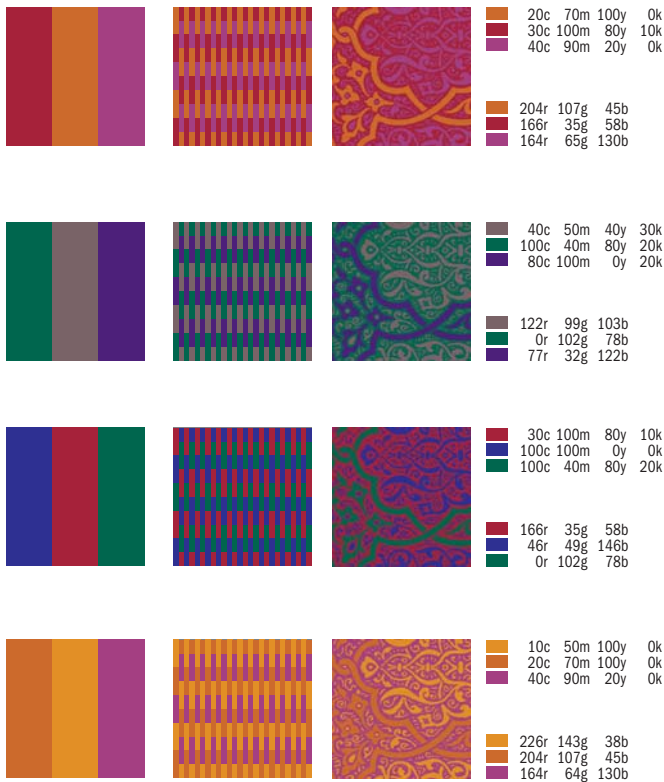
40c	50m	40y	30k
100c	100m	0y	0k
100c	30m	40y	20k

122r	99g	103b
46r	49g	146b
0r	113g	127b

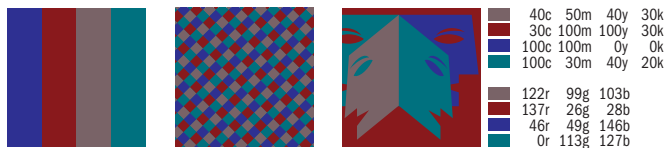
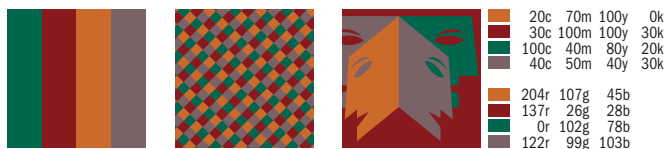


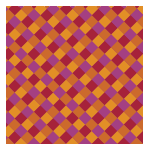
10c	50m	100y	0k
20c	70m	100y	0k
100c	80m	0y	0k

226r	143g	38b
204r	107g	45b
3r	78g	162b

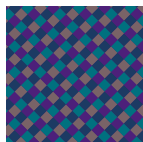




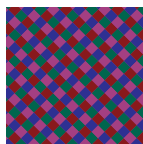




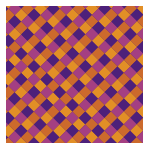
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30c	100m	80y	10k
40c	90m	20y	0k
226r	143g	38b	
204r	107g	45b	
166r	35g	58b	
164r	64g	130b	



40c	50m	40y	30k
100c	30m	40y	20k
90c	70m	20y	40k
80c	100m	0y	20k
122r	99g	103b	
0r	113g	127b	
29r	59g	100b	
77r	32g	122b	



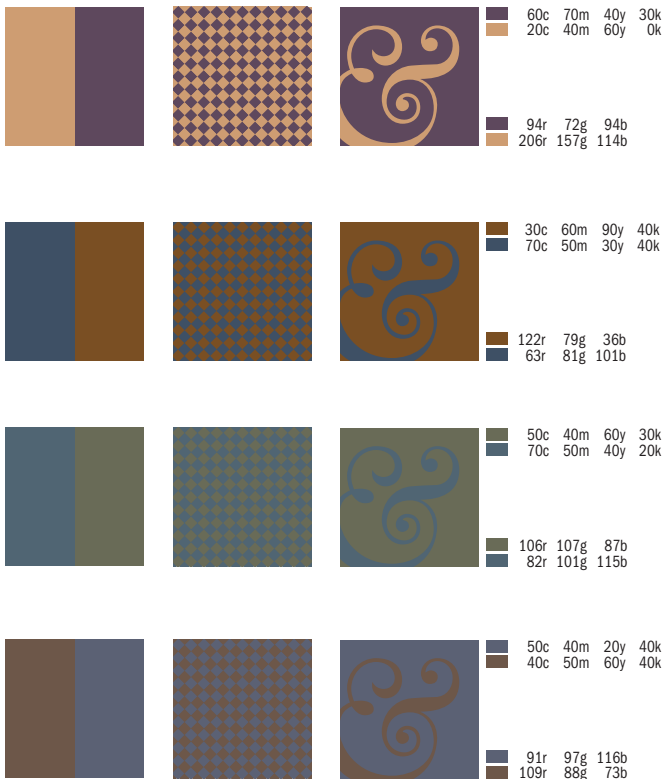
100c	40m	80y	20k
100c	100m	0y	0k
30c	100m	100y	30k
40c	90m	20y	0k
0r	102g	78b	
46r	49g	146b	
137r	26g	28b	
164r	64g	130b	



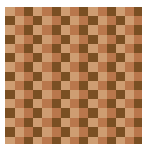
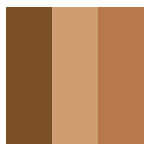
10c	50m	100y	0k
20c	70m	100y	0k
40c	90m	20y	0k
80c	100m	0y	20k
226r	143g	38b	
204r	107g	45b	
164r	64g	130b	
77r	32g	122b	



## DEEP, MUTED HUES

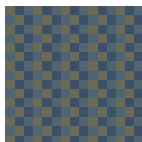


# RICH



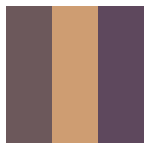
20c	40m	60y	0k
10c	50m	70y	20k
30c	60m	90y	40k

206r	157g	114b
185r	120g	77b
122r	79g	36b



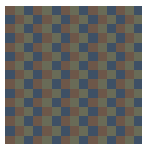
50c	40m	60y	30k
70c	50m	30y	40k
70c	50m	40y	20k

106r	107g	87b
63r	81g	101b
82r	101g	115b



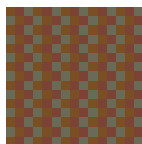
20c	40m	60y	0k
60c	70m	40y	30k
40c	50m	40y	40k

206r	157g	114b
94r	72g	94b
108r	88g	92b



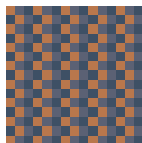
40c	50m	60y	40k
50c	40m	60y	30k
70c	50m	30y	40k

109r	88g	73b
106r	107g	87b
63r	81g	101b



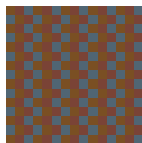
30c	60m	90y	40k
30c	70m	70y	40k
50c	40m	60y	30k

122r	79g	36b
122r	68g	55b
106r	107g	87b






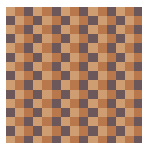
10c	50m	70y	20k
50c	40m	20y	40k
70c	50m	30y	40k

185r	120g	77b
91r	97g	116b
63r	81g	101b



30c	60m	90y	40k
30c	70m	70y	40k
70c	50m	40y	20k

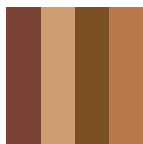
	122r	79g	36b
	122r	68g	55b
	82r	101g	115b



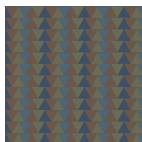
20c	40m	60y	0k
10c	50m	70y	20k
40c	50m	40y	40k

206r	157g	114b
185r	120g	77b
108r	88g	92b

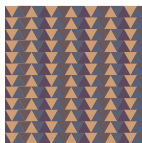




20c	40m	60y	0k
10c	50m	70y	20k
30c	60m	90y	40k
30c	70m	70y	40k
206r	157g	114b	
185r	120g	77b	
122r	79g	36b	
122r	68g	55b	



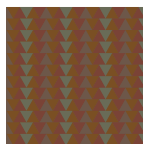
40c	50m	60y	40k
50c	40m	60y	30k
70c	50m	30y	40k
70c	50m	40y	20k
109r	88g	73b	
106r	107g	87b	
63r	81g	105b	
82r	101g	115b	



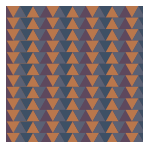
20c	40m	60y	0k
50c	40m	20y	40k
60c	70m	40y	30k
40c	50m	40y	40k
206r	157g	114b	
91r	97g	116b	
94r	72g	94b	
108r	88g	92b	



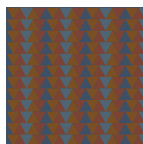
20c	40m	60y	0k
40c	50m	60y	40k
50c	40m	60y	30k
70c	50m	30y	40k
206r	157g	114b	
109r	88g	73b	
106r	107g	87b	
63r	81g	101b	



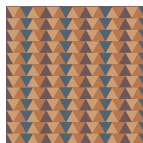
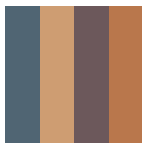
30c	60m	90y	40k
30c	70m	70y	40k
40c	50m	60y	40k
50c	40m	60y	30k
122r	79g	36b	
122r	68g	55b	
109r	88g	73b	
106r	107g	87b	



10c	50m	70y	20k
50c	40m	20y	40k
60c	70m	40y	30k
70c	50m	30y	40k
185r	120g	77b	
91r	97g	116b	
94r	72g	94b	
63r	81g	101b	



30c	60m	90y	40k
30c	70m	70y	40k
70c	50m	30y	40k
70c	50m	40y	20k
122r	79g	36b	
122r	68g	55b	
63r	81g	101b	
82r	101g	155b	



20c	40m	60y	0k
10c	50m	70y	20k
40c	50m	40y	40k
70c	50m	40y	20k
206r	157g	114b	
185r	120g	77b	
108r	88g	92b	
82r	101g	115b	



## FOCUS ON ECHOING

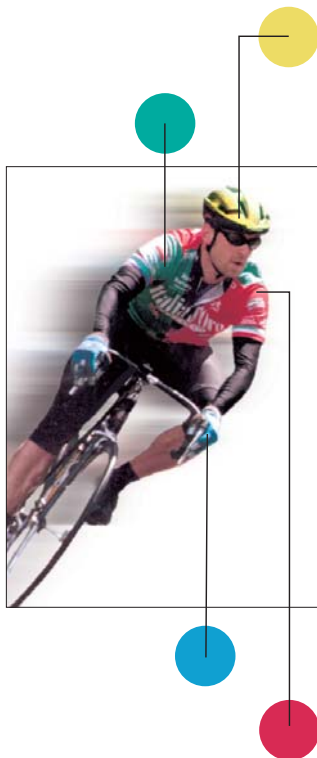
Designing a layout around an existing photo or illustration?

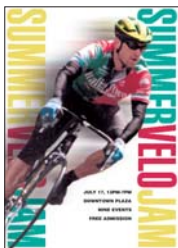
Here are some suggestions for finding a palette that will harmoniously complement an image.

Start by locating potentially useful hues within your photo or illustration. Use a tool like Photoshop's eyedropper to sample the colors. Then, using the pencil tool, apply a dab of each of these colors to a fresh document. This new document can be used as a palette from which the colors can be conveniently sampled later on.

Experiment with different ways of applying these colors to your design (opposite page).

Which colors best emphasize the overall message? Should the colors be darkened, lightened, simplified or otherwise adjusted before applying them?

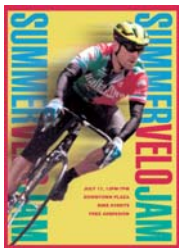




Here, the rider's helmet and jersey provide hues for the typography that has been added to the original image. The colors in the type make visual sense since they also appear in the photo.



Sometimes a color that appears in tiny portions of an image can be effectively brought to prominence in other areas of the design. In the sample above, a blue that only appears in the rider's gloves is applied generously to the layout's backdrop. The red of the jersey and the helmet's yellow are also echoed in the design.



In this version, a yellow borrowed from the rider's helmet provides a powerful backdrop for the entire layout. Notice how the blue type is used to keep the helmet's edge from disappearing into the background.



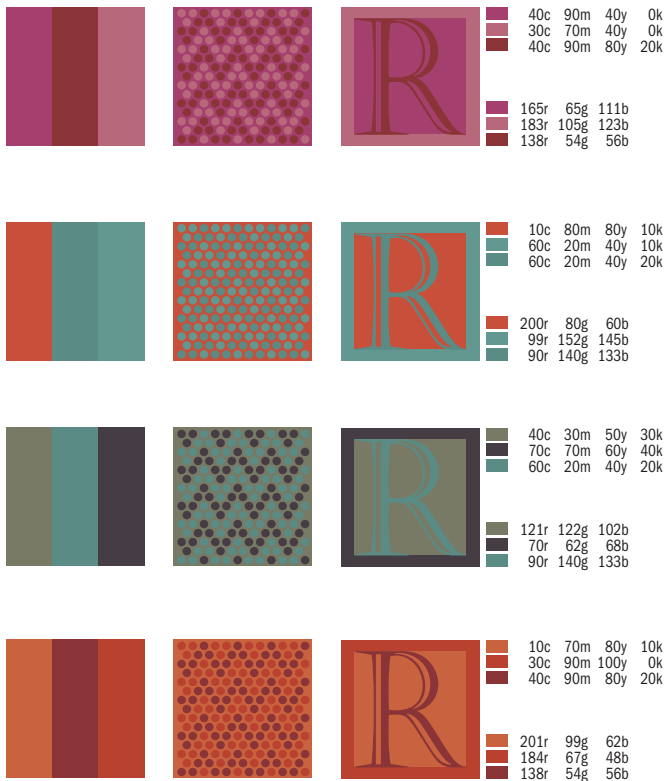
# HISTORICAL COMBINATIONS



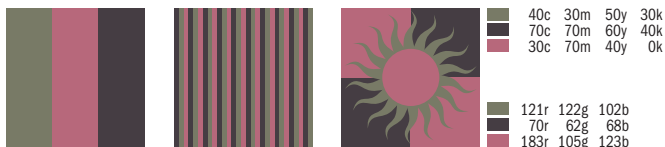
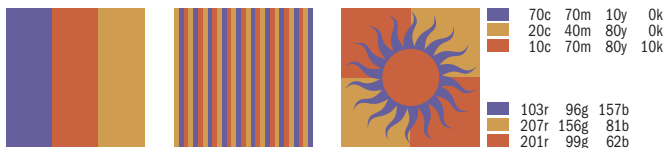
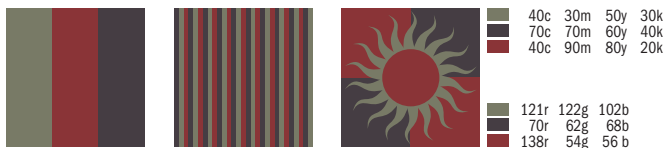
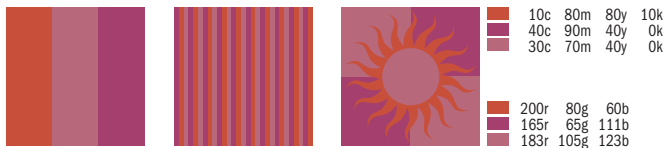
# RICH



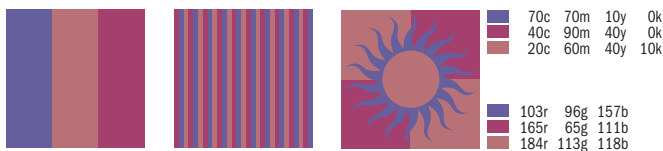
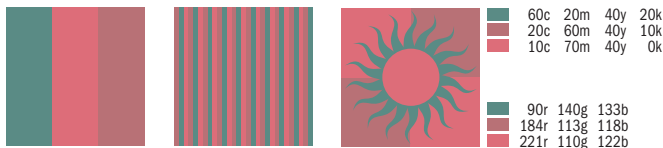
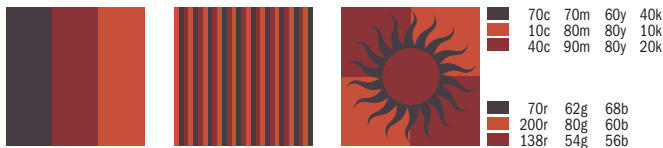
# HISTORICAL COMBINATIONS



# RICH

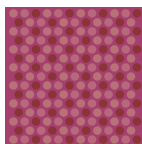
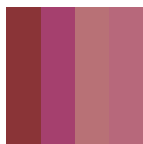


# HISTORICAL COMBINATIONS

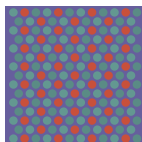




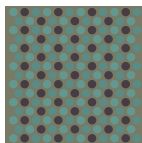
# RICH



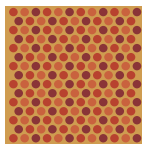
40c	90m	40y	0k
30c	70m	40y	0k
20c	60m	40y	10k
40c	90m	80y	20k
165r	65g	111b	
183r	105g	123b	
184r	113g	118b	
138r	54g	56b	



70c	70m	10y	0k
10c	80m	80y	10k
60c	20m	40y	10k
60c	20m	40y	20k
103r	96g	157b	
200r	80g	60b	
99r	152g	145b	
90r	140g	143b	

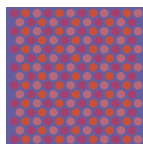


40c	30m	50y	30k
70c	70m	60y	40k
60c	20m	40y	10k
60c	20m	40y	20k
121r	122g	102b	
70r	62g	68b	
99r	152g	145b	
90r	140g	133b	

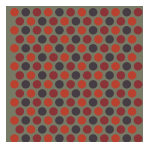


20c	40m	80y	0k
10c	70m	80y	10k
30c	90m	100y	0k
40c	90m	80y	20k
207r	156g	81b	
201r	99g	62b	
184r	67g	48b	
138r	54g	56b	

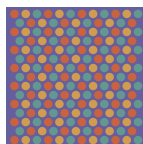
# HISTORICAL COMBINATIONS



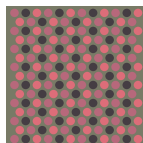
70c	70m	10y	0k
10c	80m	80y	10k
40c	90m	40y	0k
30c	70m	40y	0k
103r	96g	157b	
200r	80g	60b	
165r	65g	111b	
183r	105g	123b	



40c	30m	50y	30k
70c	70m	60y	40k
30c	90m	100y	0k
40c	90m	80y	20k
121r	122g	102b	
70r	62g	68b	
184r	67g	48b	
138r	54g	56b	



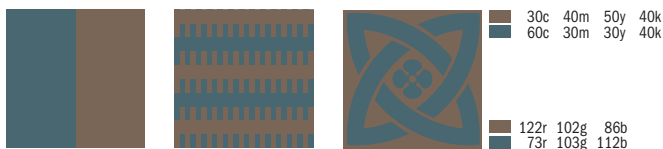
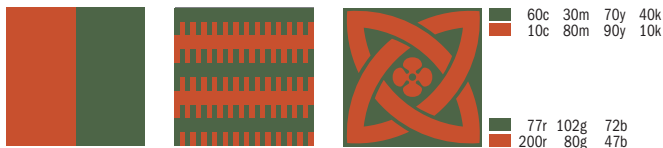
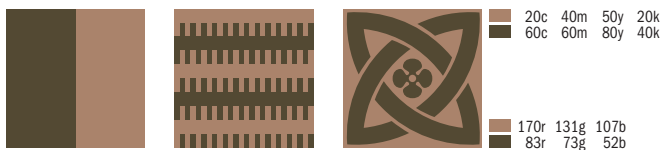
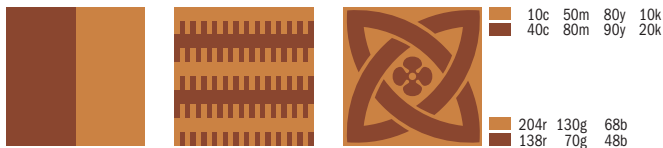
70c	70m	10y	0k
20c	40m	80y	0k
10c	70m	80y	10k
60c	20m	40y	10k
103r	96g	157b	
207r	156g	81b	
201r	99g	62b	
99r	152g	145b	

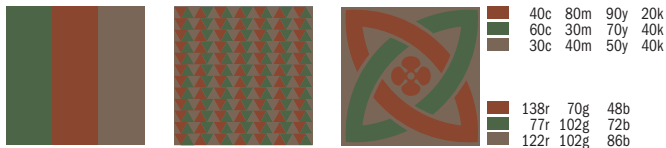
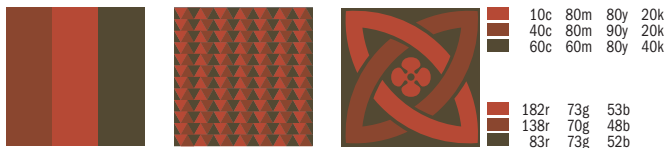
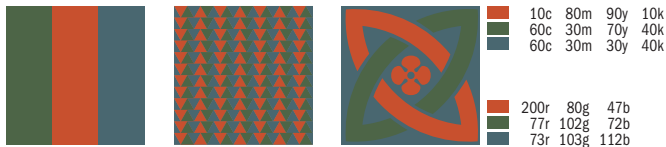
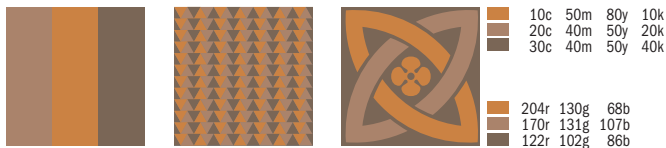


40c	30m	50y	30k
70c	70m	60y	40k
30c	70m	40y	0k
10c	70m	40y	0k
121r	122g	102b	
70r	62g	68b	
183r	105g	123b	
221r	110g	122b	

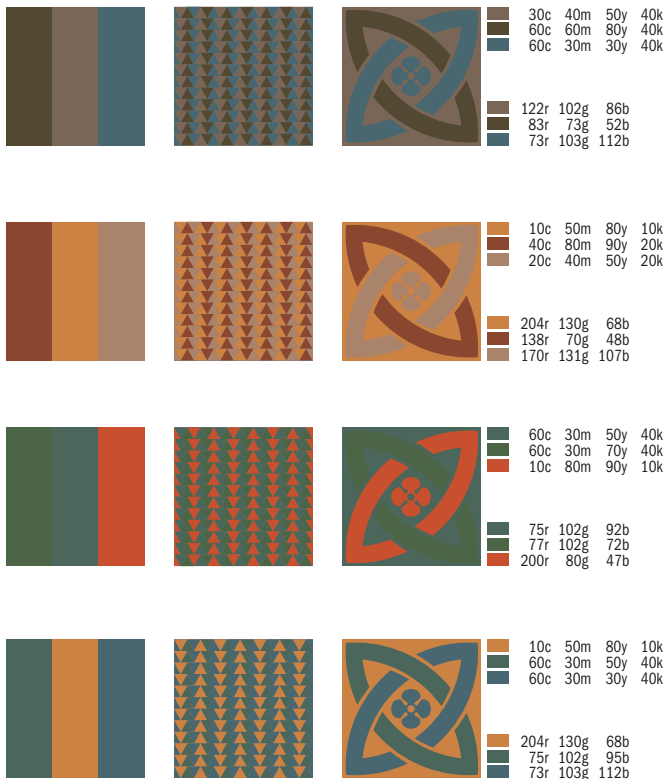


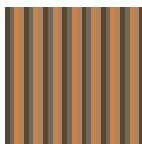
# SLIGHTLY MUTED, RICH HUES



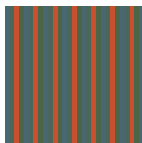


# SLIGHTLY MUTED, RICH HUES

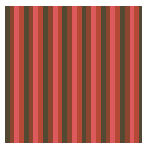
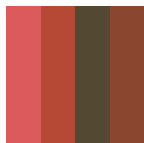




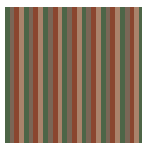
10c	50m	80y	10k
20c	40m	50y	20k
30c	40m	50y	40k
60c	60m	80y	40k
204r	130g	68b	
170r	131g	107b	
122r	102g	68b	
83r	73g	52b	



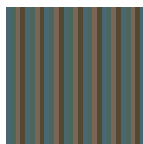
10c	80m	90y	10k
60c	30m	70y	40k
60c	30m	50y	40k
60c	30m	30y	40k
200r	80g	47b	
77r	102g	72b	
75r	102g	92b	
73r	103g	112b	



10c	80m	60y	0k
10c	80m	80y	20k
40c	80m	90y	20k
60c	60m	80y	40k
220r	89g	92b	
182r	73g	53b	
138r	70g	48b	
83r	73g	52b	

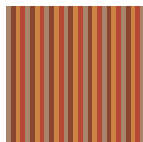


40c	80m	90y	20k
20c	40m	50y	20k
30c	40m	50y	40k
60c	30m	70y	40k
138r	70g	48b	
170r	131g	107b	
122r	102g	86b	
77r	102g	72b	



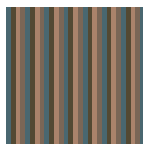
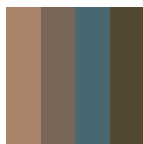
30c	40m	50y	40k
60c	60m	80y	40k
60c	30m	50y	40k
60c	30m	30y	40k

122r	102g	86b
83r	73g	52b
75r	102g	92b
73r	103g	112b



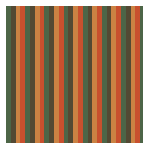
10c	50m	80y	10k
10c	80m	80y	20k
40c	80m	90y	20k
20c	40m	50y	20k

204r	130g	68b
182r	73g	53b
138r	70g	48b
170r	131g	107b



20c	40m	50y	20k
30c	40m	50y	40k
60c	60m	80y	40k
60c	30m	30y	40k

170r	131g	107b
122r	102g	86b
83r	73g	52b
73r	103g	112b



10c	50m	80y	10k
10c	80m	90y	10k
60c	60m	80y	40k
60c	30m	70y	40k

204r	130g	68b
200r	80g	47b
83r	73g	52b
77r	102g	72b



## 6: MUTED

Hues of royalty, tradition, history and wealth are the focus of this chapter: colors and palettes that have appeared and re-appeared across time in places of affluence and honor—as well as in places that aspire to project the essence of these attributes.

Violets and deep blues are often combined with full shades of green, gold, and burgundy to convey a sense of richness. Strong grays and naturals are also seen in sumptuous traditional tapestries, decorations and works of art—often in the role of supporting full-hued primary and secondary colors.

You will notice that value contrasts are limited in many of this chapter's palettes. Restraining the contrast in palettes of rich colors is an effective way of keeping a lid on conveyances of excitement and pep.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Muted Hues:**

*Would a palette of restrained colors suit your project? If so, how much should you mute your hues? A lot? A little? Somewhere in between?*

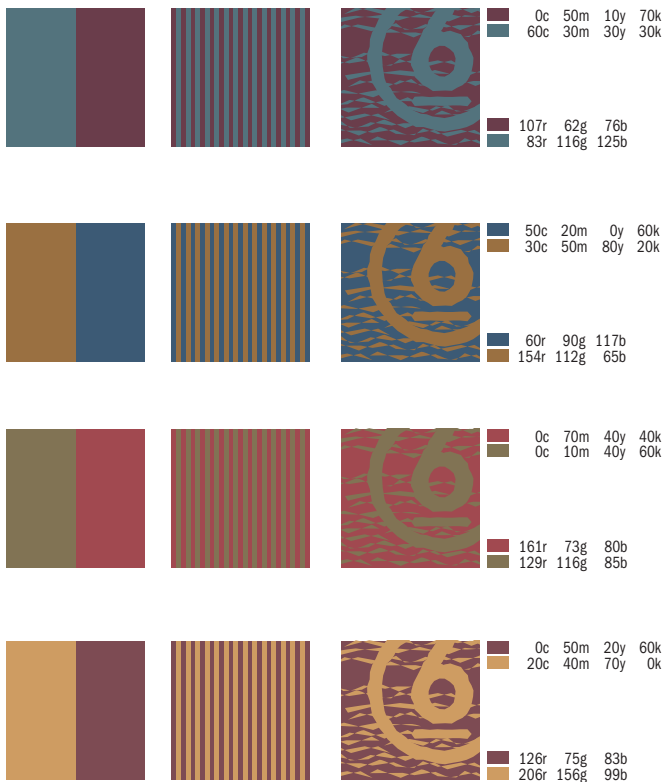
*Keep mind, muting is relative. A group of moderately muted hues might not appear muted at all unless they appear side-by-side with an unmuted hue.*

*Consider combining a set of muted colors. Also think about creating a palette that combines muted and intense hues. (See chapter 9, Accent, pages 274–299).*

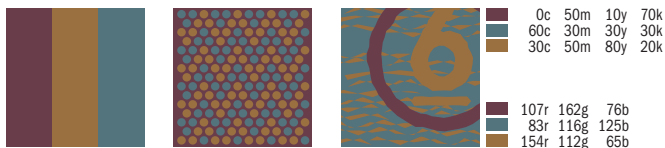
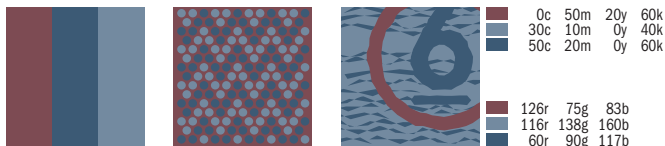
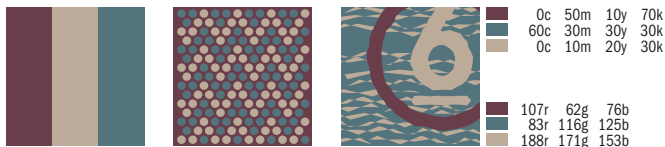
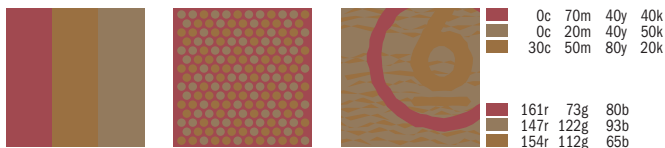
*How about using a muted palette to color a backdrop that contrasts nicely with a bright-hued photograph or illustration?*

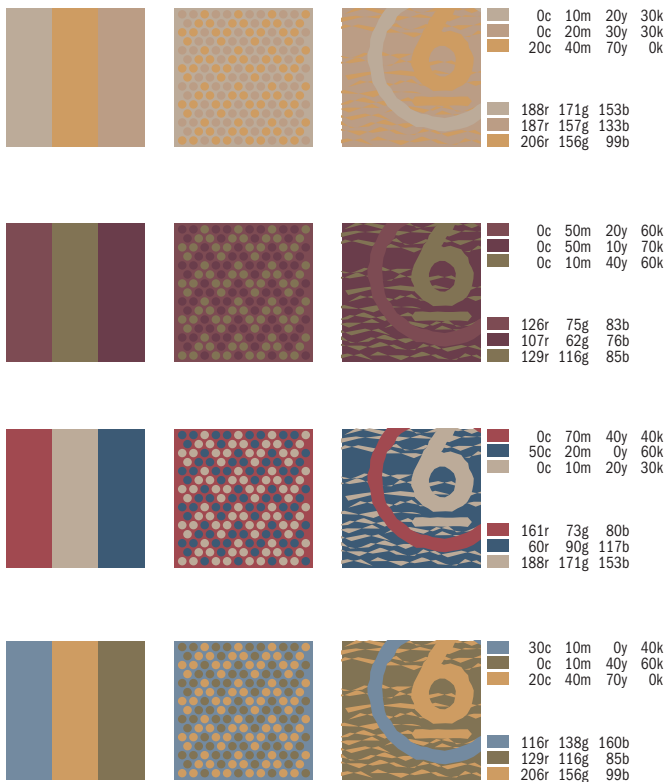
*Hues can be muted toward cool gray (a gray that tends toward blue, blue-green or violet) or warm gray (a gray that contains hints of yellow, orange, red or brown).*



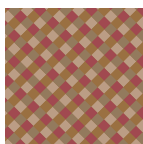


# MUTED





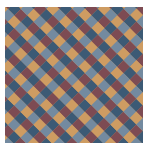
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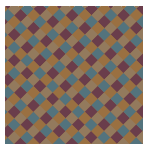
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0c	20m	30y	30k
0c	20m	40y	50k
30c	50m	80y	20k
161r	73g	80b	
183r	157g	133b	
147r	122g	93b	
154r	112g	65b	



0c	50m	10y	70k
60c	30m	30y	30k
0c	10m	20y	30k
0c	10m	40y	60k
107r	62g	76b	
83r	116g	125b	
188r	171g	153b	
129r	116g	85b	

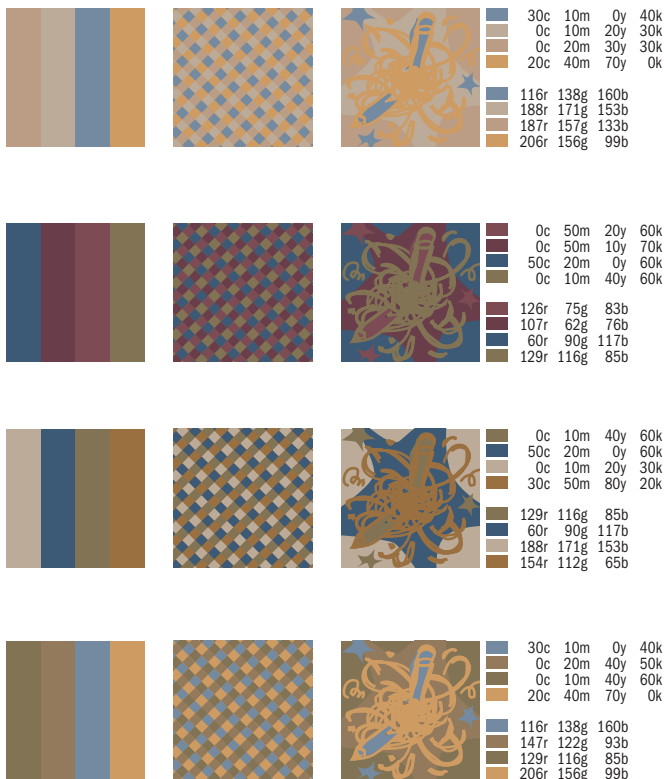


0c	50m	20y	60k
30c	10m	0y	40k
50c	20m	0y	60k
20c	40m	70y	0k
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116r	138g	160b	
60r	90g	117b	
206r	156g	99b	



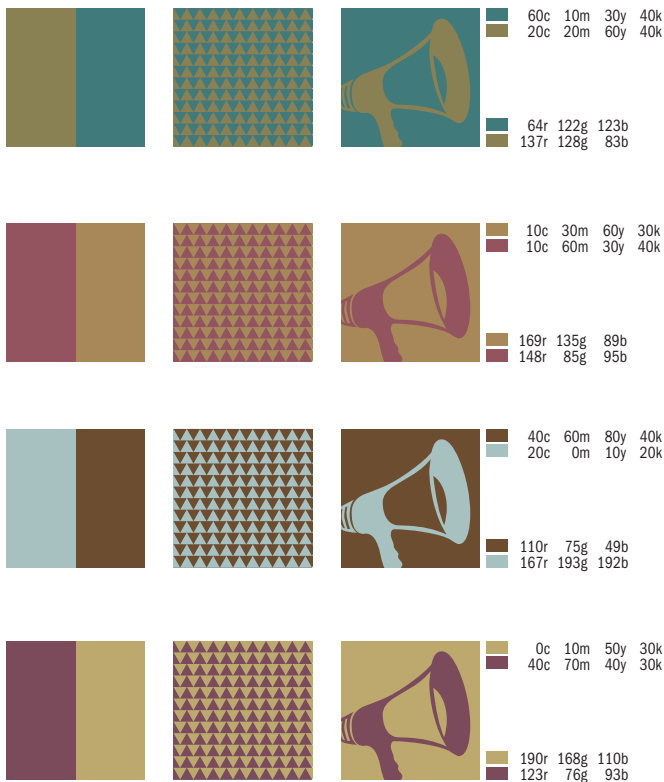
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30c	50m	80y	20k
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83r	116g	125b	
147r	122g	93b	
154r	112g	65b	

# AGED NATURALS



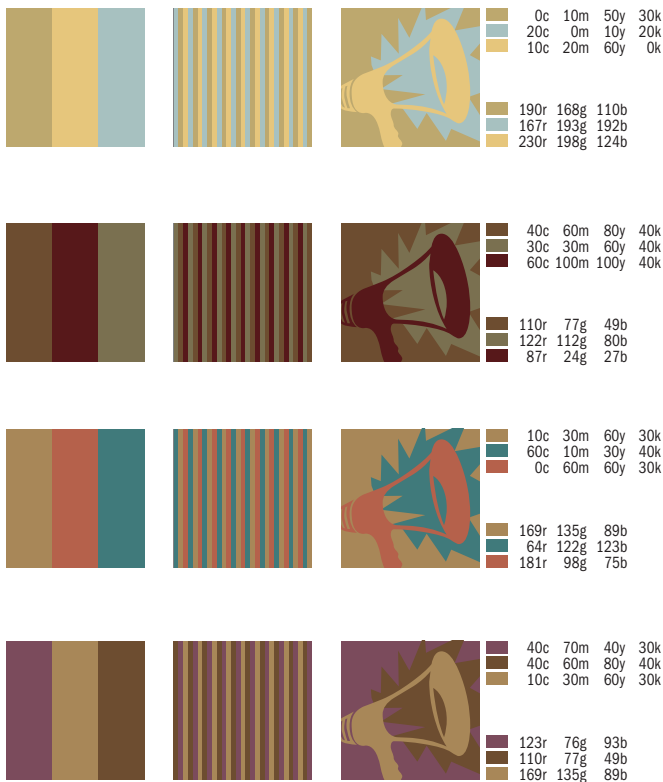




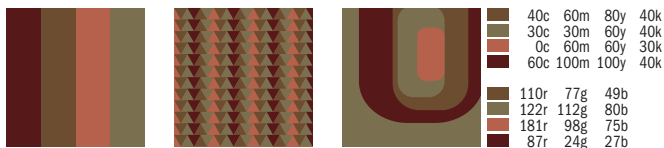


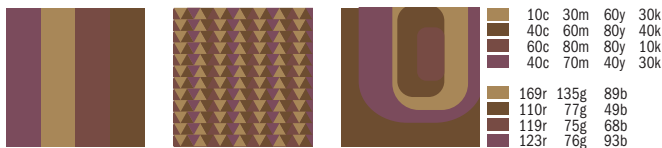
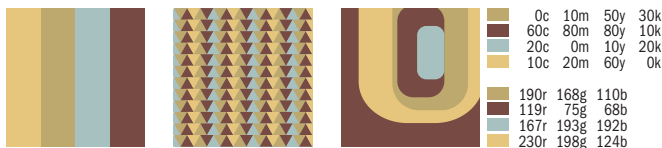
## MUTED





# MUTED





## FOCUS ON MUTING



■	90c	80m	0y	0k
■	20c	100m	0y	0k
■	0c	80m	60y	0k
■	0c	0m	30y	0k

■	71r	60g	144b
■	195r	0g	125b
■	232r	86g	84b
■	255r	251g	199b

Muting the intensity of a palette's colors can add a sense of calmness or sophistication to a design or image.

Contemporary illustrations and layouts often feature palettes that have been muted to a significant degree.

The illustration at left has been colored using a bright palette of relatively intense hues.

The colors used in the samples on the opposite page are muted versions of the original hues.

When should you mute a palette's hues, and how much should you mute them? It all depends on the effect you're after and the audience you are trying to reach with your photo, illustration or design. Refine your ability to effectively answer aesthetic questions such as these by keeping an eye on current trends in advertising and design.



70c	70m	30y	0k
20c	60m	10y	0k
10c	60m	70y	0k
10c	0m	30y	0k

109r	86g	127b
206r	127g	162b
220r	131g	83b
235r	242g	198b



60c	70m	40y	10k
10c	40m	20y	0k
10c	60m	70y	10k
10c	10m	30y	0k

117r	83g	107b
229r	172g	173b
203r	120g	76b
234r	225g	189b



40c	50m	40y	20k
10c	30m	20y	10k
20c	50m	60y	10k
10c	10m	30y	10k

140r	112g	112b
213r	177g	170b
189r	134g	96b
216r	208g	174b

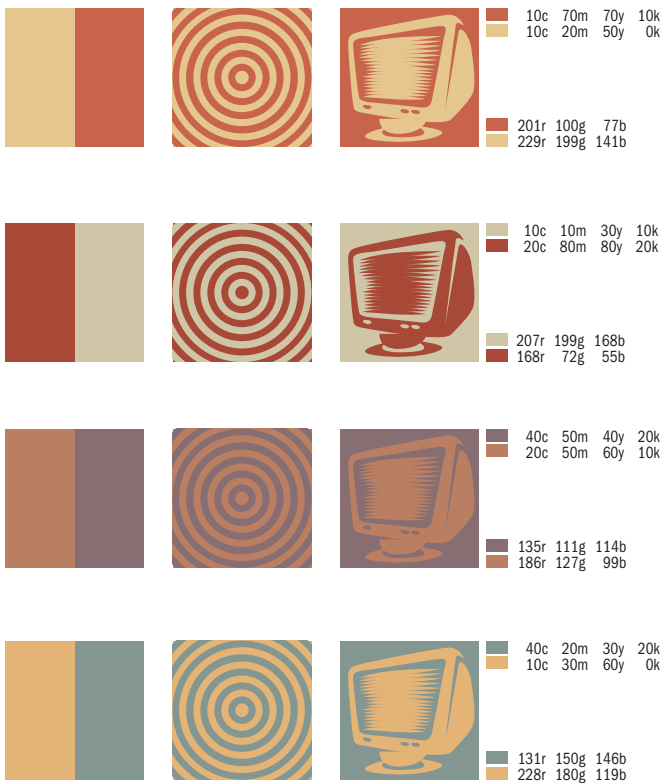


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5c	20m	20y	10k
20c	40m	50y	20k
20c	20m	40y	10k

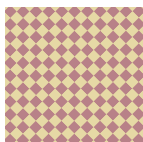
151r	117g	112b
223r	196g	181b
174r	137g	106b
194r	183g	148b





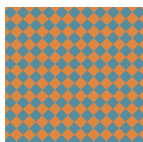


## MUTED



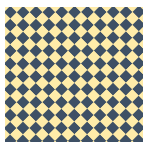
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184r 129g 136b  
 230r 217g 165b



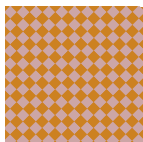
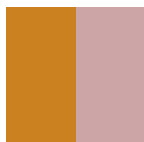
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 0c 50m 80y 10k

86r 141g 159b  
 224r 135g 65b



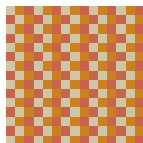
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 0c 5m 40y 0k

63r 81g 101b  
 255r 236g 169b



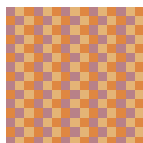
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204r 167g 167b  
 204r 130g 33b



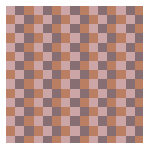
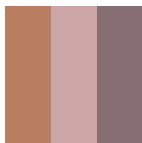
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10c	50m	100y	10k
10c	70m	70y	10k

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204r	130g	33b
201r	100g	77b



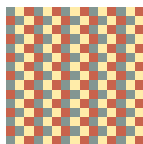
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0c	50m	80y	10k

184r	129g	136b
228r	180g	119b
224r	135g	65b



10c	30m	20y	10k
40c	50m	40y	20k
20c	50m	60y	10k

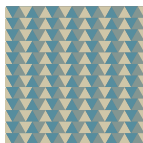
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135r	111g	114b
186r	127g	99b



40c	20m	30y	20k
0c	5m	40y	0k
10c	70m	70y	10k

131r	150g	146b
255r	236g	169b
201r	100g	77b

# MUTED



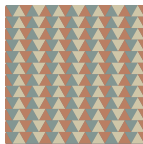
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207r 199g 168b



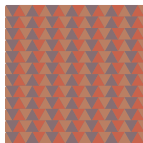
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0c 50m 80y 10k

63r 81g 101b  
207r 199g 168b  
224r 135g 65b



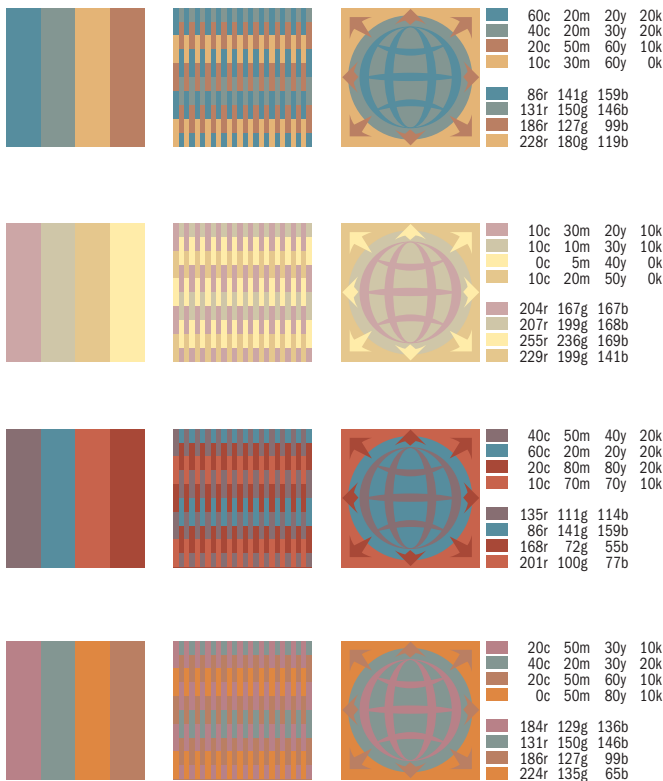
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10c 10m 30y 10k  
20c 50m 60y 10k

131r 150g 146b  
207r 199g 68b  
186r 127g 99b

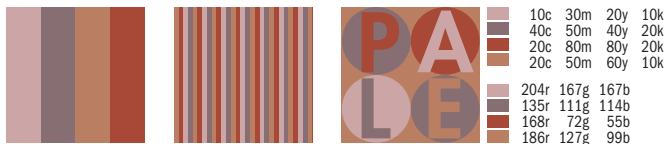


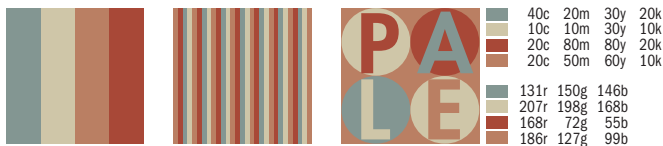
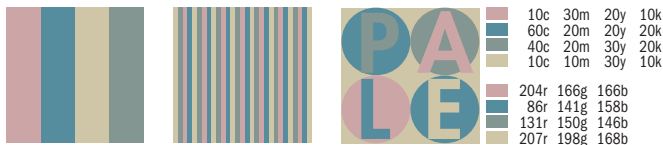
40c 50m 40y 20k  
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20c 50m 60y 10k

135r 111g 114b  
201r 100g 77b  
186r 127g 99b



# MUTED

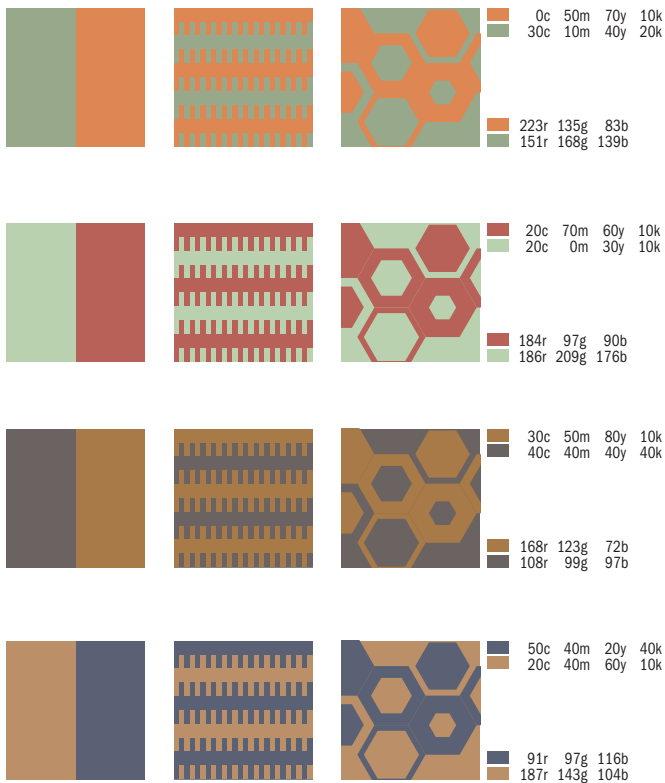




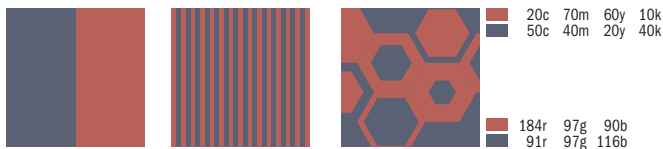
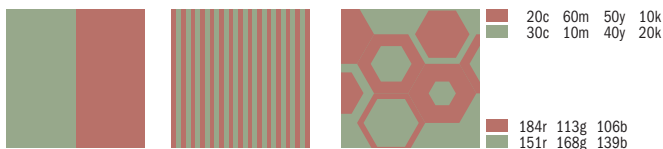
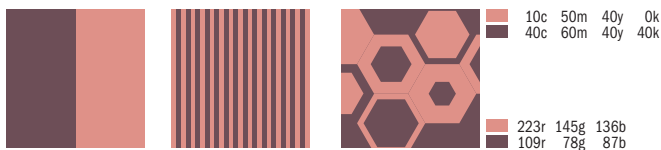
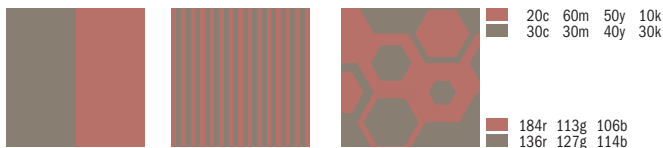




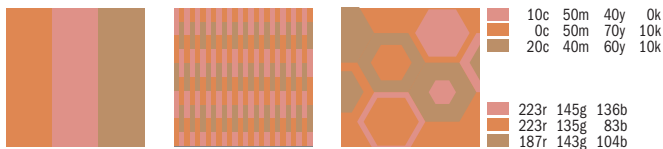
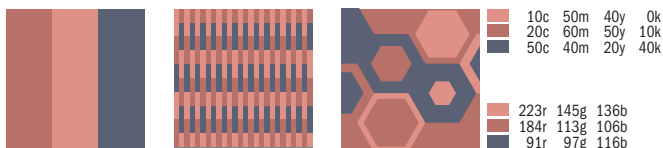
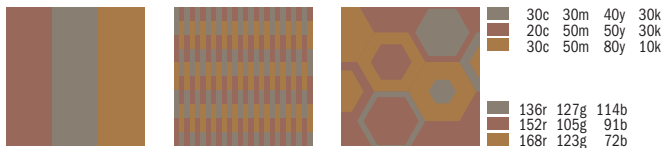
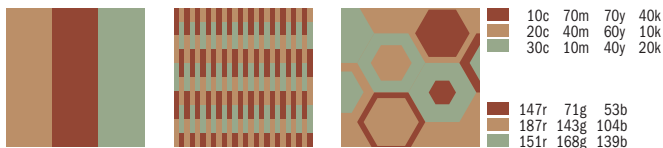
# DULL PRIMARY AND SECONDARY HUES



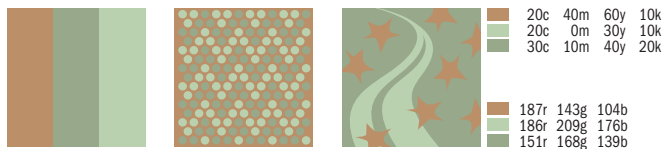
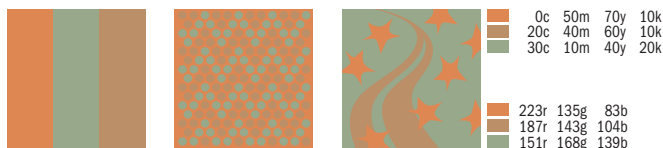
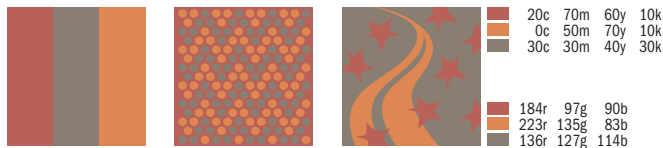
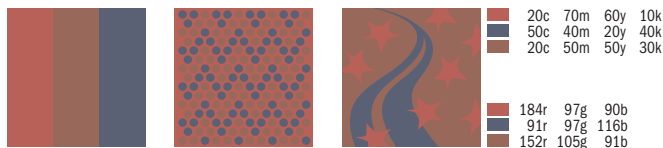
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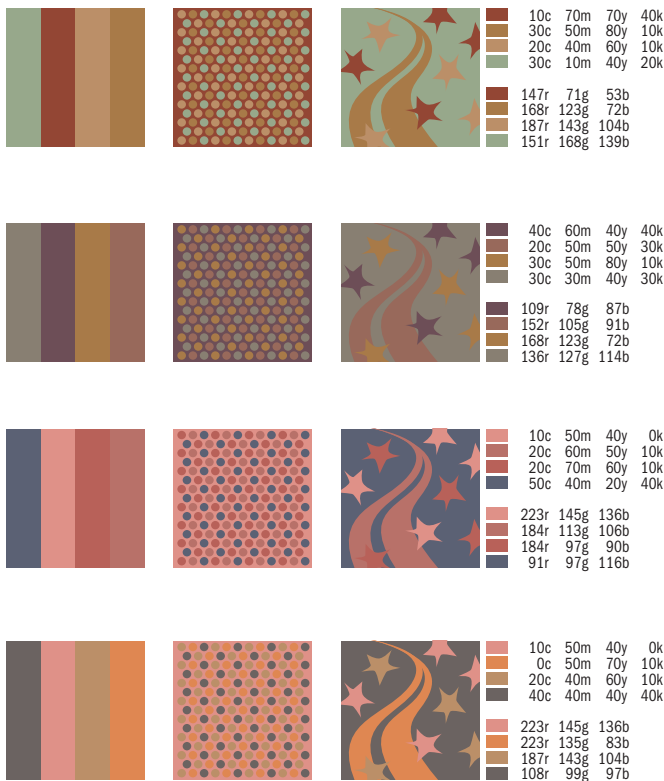
# DULL PRIMARY AND SECONDARY HUES



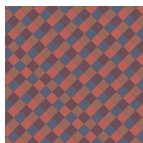
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# DULL PRIMARY AND SECONDARY HUES

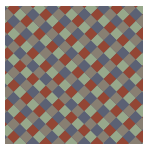


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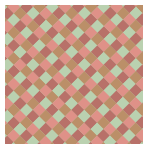
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40c	60m	40y	40k
50c	40m	20y	40k

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152r	105g	91b
109r	78g	87b
91r	97g	116b



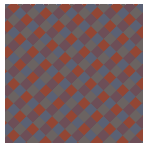
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30c	30m	40y	30k
10c	70m	70y	40k
50c	40m	20y	40k

151r	168g	139b
136r	127g	114b
147r	71g	53b
91r	97g	116b



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20c	60m	50y	10k
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20c	0m	30y	10k

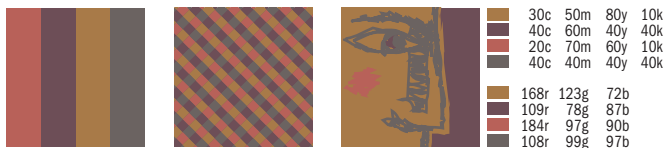
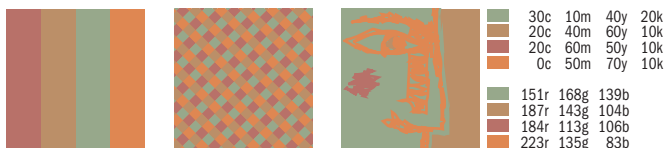
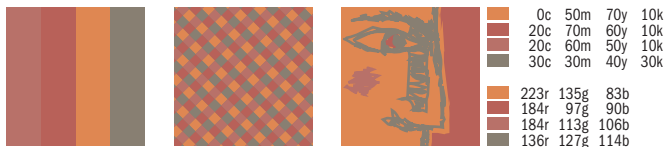
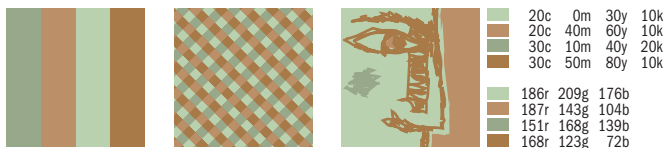
187r	143g	104b
184r	113g	106b
223r	145g	136b
186r	209g	176b



50c	40m	20y	40k
40c	60m	40y	40k
10c	70m	70y	40k
40c	40m	40y	40k

91r	97g	116b
109r	78g	87b
147r	71g	53b
108r	99g	97b

# DULL PRIMARY AND SECONDARY HUES





## 7: CULTURE/ERA

For the purposes of this chapter, the word “culture” is used to refer to a worldly, neo-indigenous look. Many of the color schemes ahead have been built using colors and palettes borrowed from a variety of traditional, ethnically specific sources.

The “era” portion of this chapter draws its inspiration from historic Art Nouveau and Art Deco periods, as well as from the paintings of 16th and 20th century masters.

When aiming for palettes that convey distinct cultural references, take a look at online and printed material to get a feel for what colors best deliver the look you’re after. Based on your findings, you may find a palette in this chapter that suits your needs; you may be able to alter one of the palettes to accurately achieve the look you’re after; and you may need to start from scratch to build a color combination that fully accomplishes your goal.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Hues of Culture and Era:**

*Books, galleries, museums and online resources were consulted as inspiration for the palettes in this chapter.*

*These same resources can be used to expand your own understanding of—and ability to apply—culturally relevant and era-based palettes.*

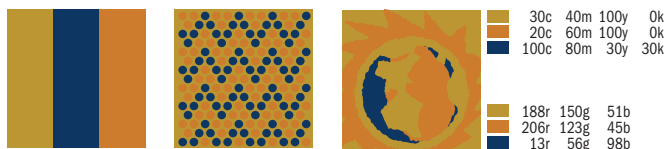
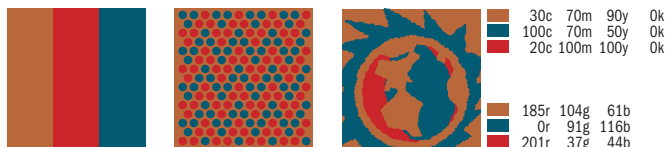
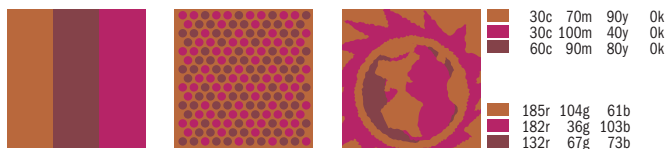
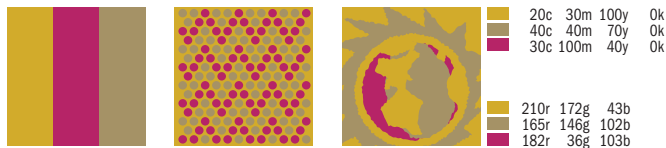
*Investigate the textiles, flags and arts (both historic and modern) of a country or cultural group to get a good idea of the colors favored by its people.*

*Art history books, museums and websites can clue you in to the kinds of palettes used within artistic movements such as Byzantine, Renaissance (early through late), Impressionist, Modernist, Art Nouveau, Art Deco and abstract.*

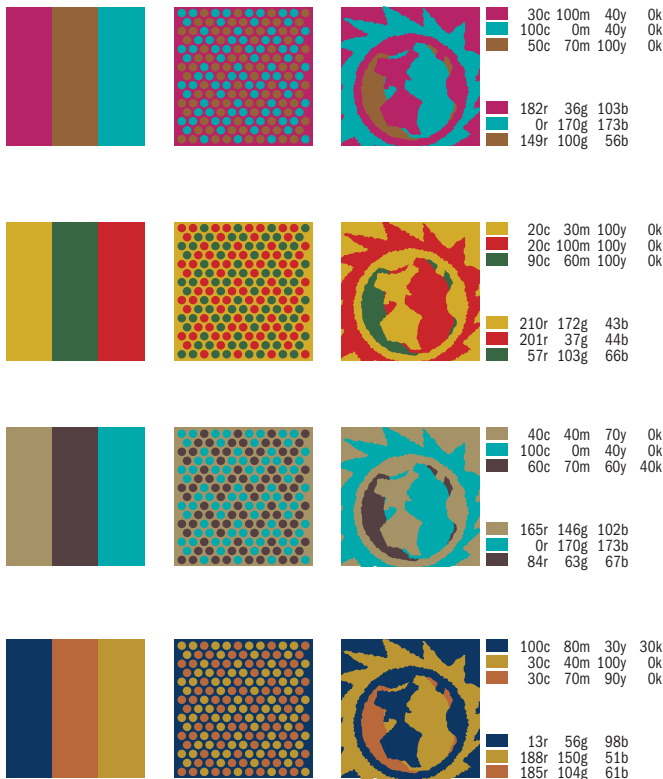


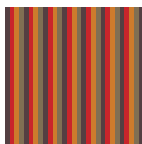
# INTENSE COMBINATIONS





# INTENSE COMBINATIONS





20c	60m	100y	0k
60c	60m	80y	0k
20c	100m	100y	0k
60c	70m	60y	40k
206r	123g	45b	
128r	111g	83b	
201r	37g	44b	
84r	63g	67b	



20c	30m	100y	0k
60c	60m	80y	0k
30c	80m	100y	0k
60c	90m	80y	0k
210r	172g	43b	
128r	111g	83b	
185r	86g	48b	
132r	67g	73b	

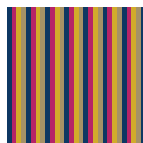


40c	40m	70y	0k
60c	60m	80y	0k
30c	80m	100y	0k
60c	70m	60y	40k
165r	146g	102b	
128r	111g	83b	
185r	86g	48b	
84r	63g	67b	



30c	40m	100y	0k
100c	0m	40y	0k
50c	70m	100y	0k
100c	70m	50y	0k
188r	150g	51b	
0r	170g	173b	
149r	100g	56b	
0r	91g	116b	

# INTENSE COMBINATIONS



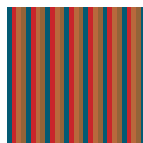
20c	30m	100y	0k
40c	40m	70y	0k
30c	100m	40y	0k
100c	80m	30y	30k
210r	172g	43b	
165r	146g	102b	
182r	36g	103b	
13r	56g	98b	



100c	60m	100y	40k
90c	60m	100y	0k
20c	100m	100y	0k
20c	60m	100y	0k
0r	66g	40b	
57r	103g	66b	
201r	37g	44b	
206r	123g	45b	



30c	100m	40y	0k
60c	90m	80y	0k
50c	70m	100y	0k
30c	70m	90y	0k
182r	36g	103b	
132r	67g	73b	
149r	100g	56b	
185r	104g	61b	

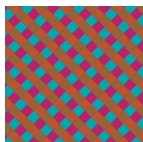


30c	70m	90y	0k
50c	70m	100y	0k
20c	100m	100y	0k
100c	70m	50y	0k
185r	104g	61b	
149r	100g	56b	
201r	37g	44b	
0r	91g	116b	

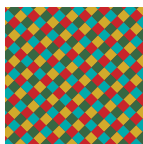




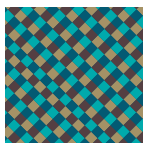
30c	40m	100y	0k
100c	80m	30y	30k
20c	60m	100y	0k
60c	60m	80y	0k
188r	150g	51b	
13r	56g	98b	
206r	123g	45b	
128r	111g	83b	



50c	70m	100y	0k
100c	0m	40y	0k
30c	80m	100y	0k
30c	100m	40y	0k
149r	100g	56b	
0r	170g	173b	
185r	86g	48b	
182r	36g	103b	

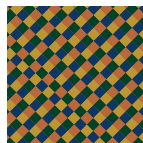


20c	30m	100y	0k
100c	0m	40y	0k
90c	60m	100y	0k
20c	100m	100y	0k
210r	172g	43b	
0r	170g	173b	
57r	103g	66b	
201r	37g	44b	

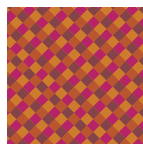


40c	40m	70y	0k
100c	0m	40y	0k
60c	70m	60y	40k
100c	70m	50y	0k
165r	146g	102b	
0r	170g	173b	
84r	63g	67b	
0r	91g	116b	

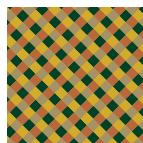
# INTENSE COMBINATIONS



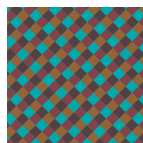
100c	80m	30y	30k
100c	60m	100y	40k
30c	40m	100y	0k
30c	70m	90y	0k
13r	56g	98b	
0r	66g	40b	
188r	150g	51b	
185r	104g	61b	



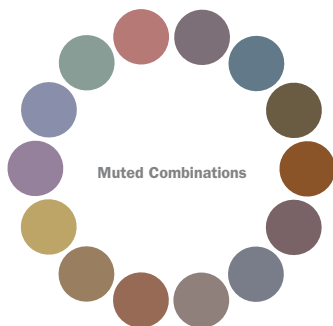
60c	90m	80y	0k
30c	100m	40y	0k
30c	80m	100y	0k
20c	60m	100y	0k
132r	67g	73b	
182r	36g	103b	
185r	86g	48b	
206r	123g	45b	



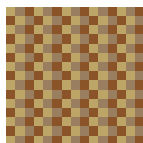
100c	60m	100y	40k
40c	40m	70y	0k
30c	70m	90y	0k
20c	30m	100y	0k
0r	66g	40b	
165r	146g	102b	
185r	104g	61b	
210r	172g	43b	



50c	70m	100y	0k
60c	90m	80y	0k
60c	70m	60y	40k
100c	0m	40y	0k
149r	100g	56b	
132r	67g	73b	
84r	63g	67b	
0r	170g	173b	

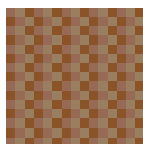


# MUTED COMBINATIONS



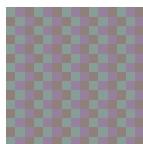
10c	20m	60y	20k
30c	40m	60y	20k
40c	70m	100y	20k

189r	165g	104b
153r	127g	96b
139r	84g	40b



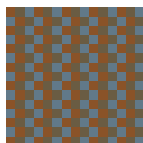
40c	60m	70y	10k
30c	40m	60y	20k
40c	70m	100y	20k

150r	107g	85b
153r	127g	96b
139r	84g	40b



50c	30m	40y	0k
30c	40m	10y	20k
50c	50m	50y	0k

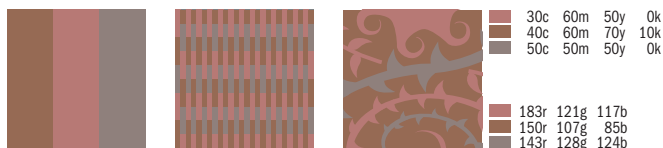
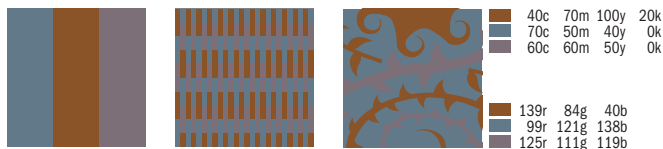
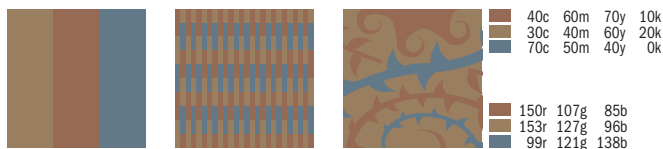
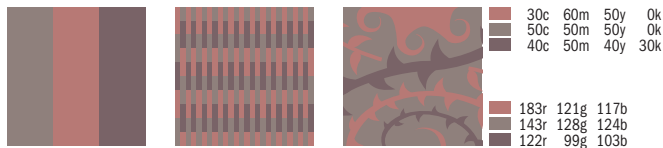
138r	157g	151b
150r	129g	156b
143r	128g	124b



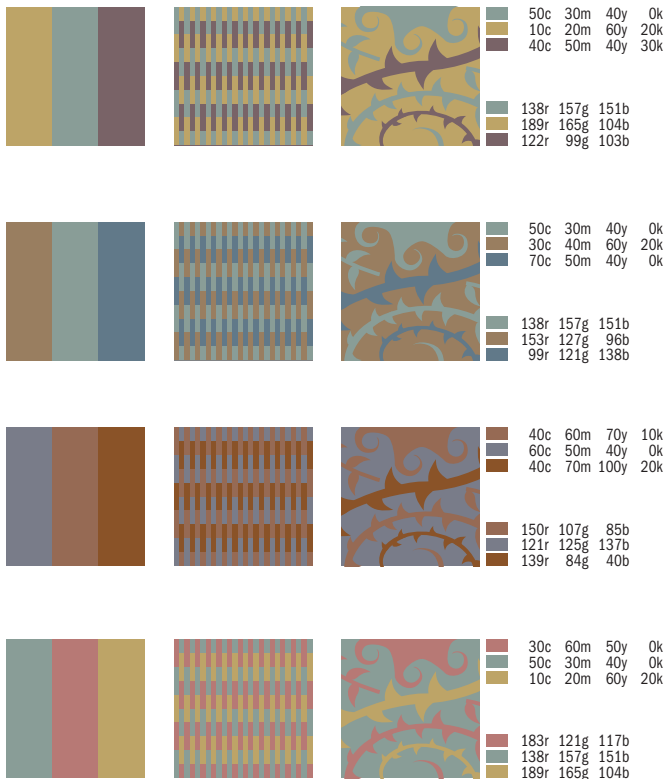
40c	70m	100y	20k
60c	60m	80y	20k
70c	50m	40y	0k

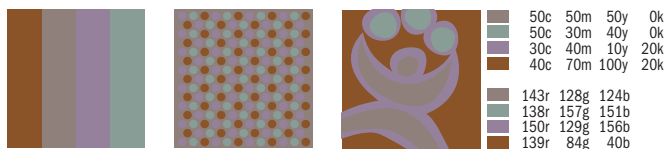
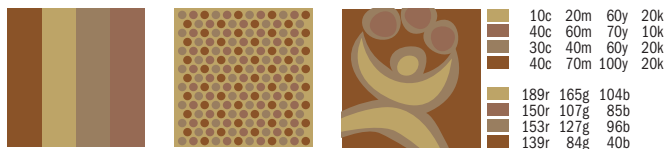
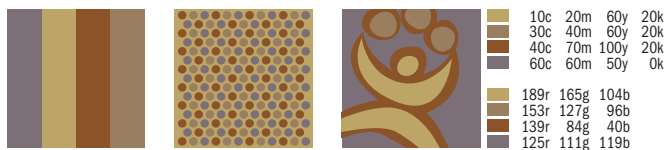
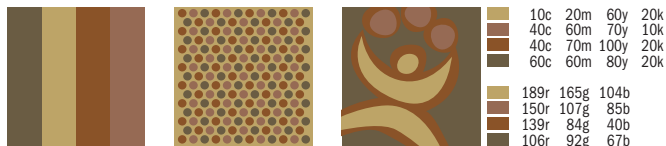
139r	84g	40b
106r	92g	67b
99r	121g	138b

# CULTURE/ERA

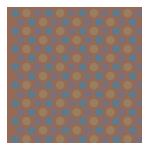


# MUTED COMBINATIONS

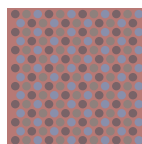




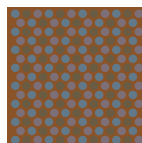
# MUTED COMBINATIONS



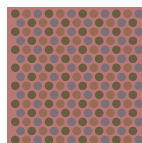
40c	60m	70y	10k
30c	40m	60y	20k
70c	50m	40y	0k
60c	60m	50y	0k
150r	107g	85b	
153r	127g	96b	
99r	121g	138b	
125r	111g	119b	



30c	60m	50y	0k
50c	50m	50y	0k
40c	50m	40y	30k
50c	40m	20y	0k
183r	121g	117b	
143r	128g	124b	
122r	99g	103b	
137r	144g	171b	

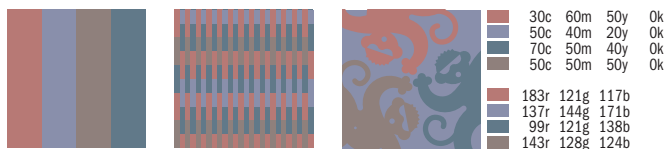
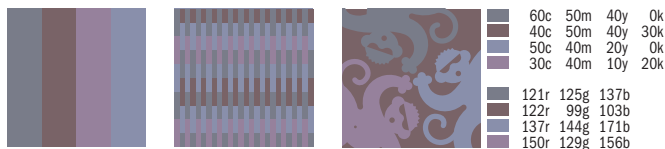
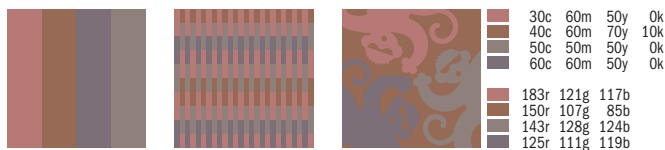
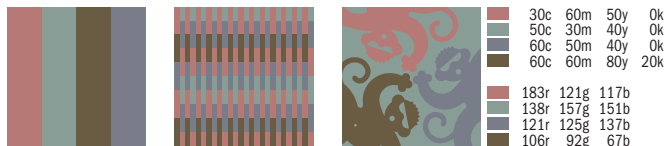


40c	70m	100y	20k
60c	60m	80y	20k
70c	50m	40y	0k
60c	60m	50y	0k
139r	84g	40b	
106r	92g	67b	
99r	121g	138b	
125r	111g	119b	

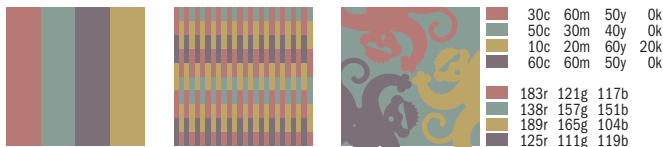
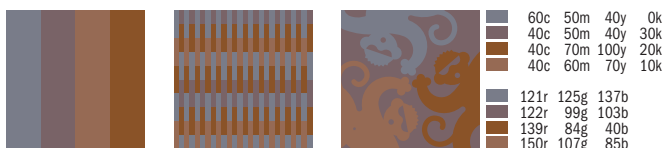
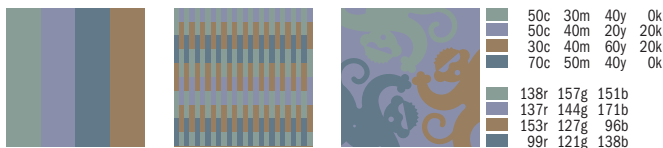
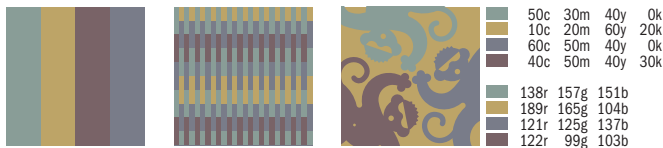


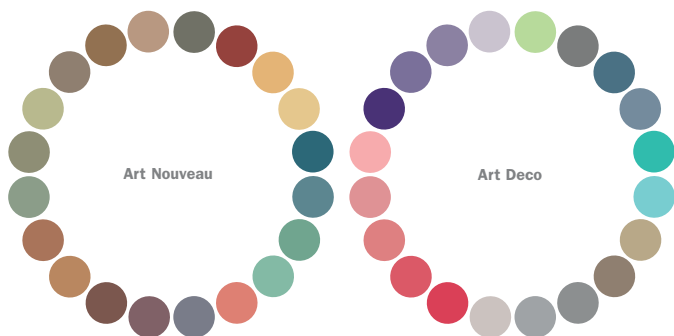
30c	60m	50y	0k
40c	60m	70y	10k
60c	60m	80y	20k
60c	60m	50y	0k
183r	121g	117b	
150r	107g	85b	
106r	92g	67b	
125r	111g	119b	





# MUTED COMBINATIONS

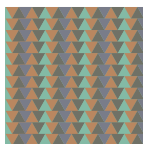




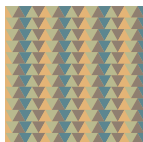
Art Nouveau is a style of decorative art that peaked during the late 1800s through the early 1900s. The visual aesthetics of this movement are based on an organic, back-to-nature sensibility. Its muted palette is taken from the natural world and is useful today to designers looking for color schemes that reflect not only nature, but also lend connotations of the past.

The Art Deco movement incorporated themes from many of the progressive art styles of the early 20th century. It tended away from nature and toward a more industrialized, futuristic aesthetic. In print, Art Deco is characterized by hues that imply an urban and man-made existence: vibrant teals, warm and cool grays, saturated pinks and violets.

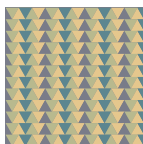
# CULTURE/ERA



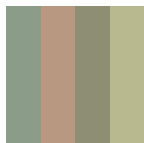
30c	50m	70y	0k
60c	50m	60y	10k
50c	10m	40y	0k
60c	50m	40y	0k
185r	135g	96b	
112r	113g	102b	
131r	186g	166b	
121r	125g	137b	



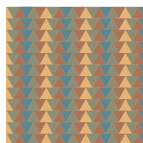
30c	20m	50y	0k
50c	50m	60y	0k
10c	30m	60y	0k
70c	40m	40y	0k
184r	185g	142b	
144r	128g	112b	
228r	180g	119b	
93r	134g	144b	



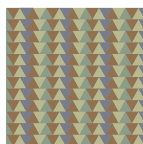
30c	20m	50y	0k
10c	20m	50y	0k
60c	50m	40y	0k
70c	40m	40y	0k
184r	185g	144b	
229r	199g	141b	
121r	125g	137b	
93r	134g	144b	



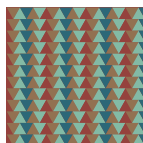
30c	40m	50y	0k
30c	20m	50y	0k
50c	40m	60y	0k
50c	30m	50y	0k
184r	152g	129b	
184r	185g	142b	
142r	142g	117b	
139r	157g	137b	



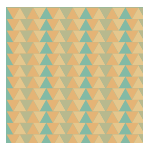
50c	40m	60y	0k
20c	50m	60y	20k
10c	30m	60y	0k
70c	40m	40y	0k
142r	142g	117b	
169r	117g	90b	
228r	180g	119b	
93r	134g	144b	



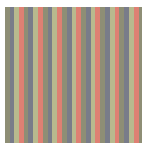
50c	60m	80y	0k
30c	20m	50y	0k
50c	30m	50y	0k
60c	50m	40y	0k
147r	114g	81b	
184r	185g	142b	
139r	157g	137b	
121r	125g	137b	



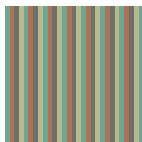
50c	60m	80y	0k
50c	10m	40y	0k
50c	90m	90y	0k
90c	60m	50y	0k
147r	114g	81b	
131r	186g	166b	
149r	67g	62b	
46r	104g	120b	



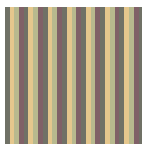
10c	30m	60y	0k
10c	20m	50y	0k
50c	10m	40y	0k
30c	20m	50y	0k
228r	180g	119b	
229r	199g	141b	
131r	186g	166b	
184r	185g	142b	



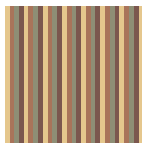
30c	20m	50y	0k
10c	60m	50y	0k
60c	50m	40y	0k
50c	40m	60y	0k
184r	185g	142b	
222r	128g	115b	
121r	125g	137b	
142r	142g	117b	



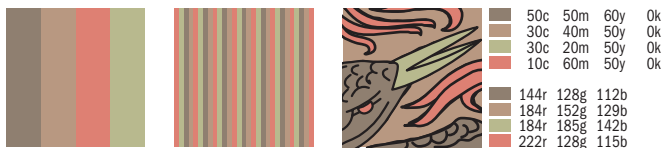
60c	50m	60y	10k
30c	20m	50y	0k
20c	50m	60y	20k
60c	20m	50y	0k
112r	113g	102b	
184r	185g	142b	
169r	117g	90b	
112r	166g	143b	



30c	20m	50y	0k
60c	70m	60y	0k
10c	20m	50y	0k
60c	50m	60y	10k
184r	185g	142b	
128r	98g	103b	
229r	199g	141b	
112r	113g	102b	

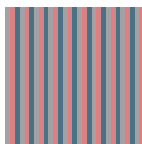


50c	40m	60y	0k
40c	60m	60y	30k
20c	50m	60y	20k
10c	20m	50y	0k
142r	142g	117b	
123r	87g	78b	
169r	117g	90b	
229r	199g	141b	



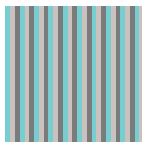


# CULTURE/ERA



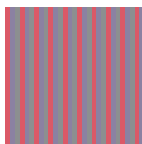
10c 60m 40y 0k  
40c 30m 30y 0k  
70c 40m 30y 20k

222r 128g 129b  
159r 164g 166b  
76r 113g 132b



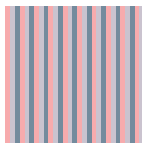
20c 20m 20y 0k  
50c 0m 20y 0k  
60c 50m 50y 0k

204r 194g 192b  
120r 205g 209b  
122r 124g 125b



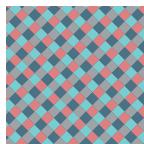
50c 50m 20y 0k  
10c 80m 50y 0k  
50c 40m 40y 0k

140r 129g 162b  
220r 89g 103b  
140r 143g 144b



20c 20m 10y 0k  
0c 40m 20y 0k  
60c 40m 30y 0k

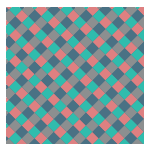
202r 195g 207b  
248r 171g 173b  
116r 139g 158b



10c	60m	40y	0k
40c	30m	30y	0k
50c	0m	20y	0k
70c	40m	30y	20k

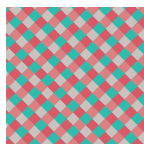
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159r	164g	166b
120r	205g	209b
76r	113g	132b



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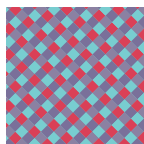
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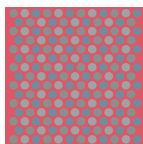
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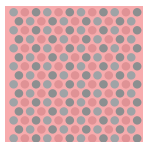
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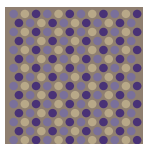
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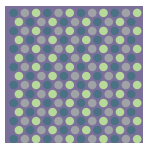
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116r	139g	158b	



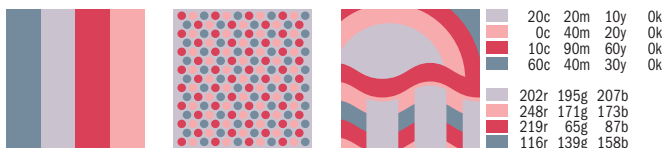
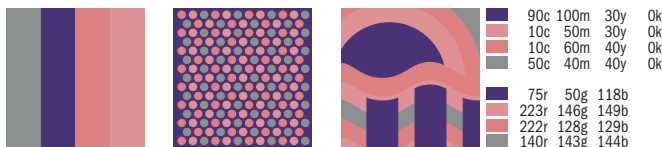
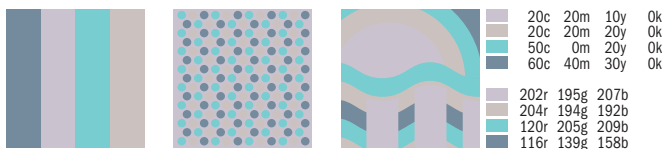
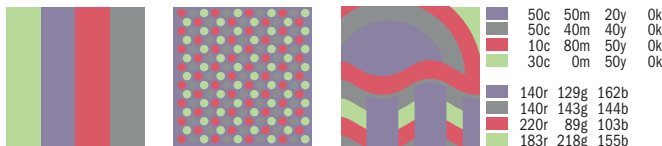
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223r	146g	149b	
159r	164g	166b	
140r	143g	144b	



50c	50m	60y	0k
30c	30m	50y	0k
60c	60m	20y	0k
90c	100m	30y	0k
144r	128g	112b	
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122r	112g	154b	
75r	50g	118b	



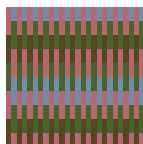
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76r	113g	132b	
183r	218g	155b	



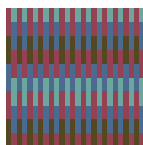


The fine arts, both historic and current, have much to offer the modern day commercial art professional. Great artists, past and present, have helped define the way we see and interpret the world around us through use of form, composition, content and color. Their innovation and discoveries are extremely relevant to anyone involved in the creation of visual material.

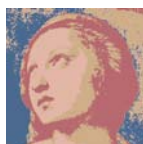
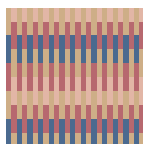
Four influential artists from two significant fine art eras have been chosen to lend color ideas to this chapter: Raphael (Raffaello Sanzio) and Pieter Bruegel the Elder (both active during the 16th century); and Joan Miró and Robert Motherwell (20th century painters).



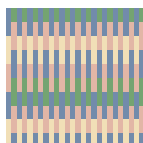
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114r	139g	171b	
75r	100g	46b	
84r	73g	33b	



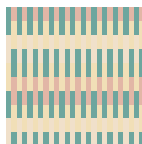
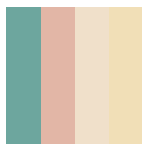
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60c	20m	40y	0k
80c	60m	30y	0k
60c	60m	100y	40k
148r	67g	83b	
109r	166g	159b	
75r	106g	143b	
84r	73g	33b	



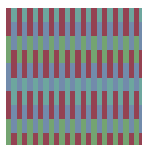
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10c	30m	30y	0k
30c	70m	50y	0k
80c	60m	30y	0k
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226r	182g	167b	
183r	105g	111b	
75r	106g	143b	



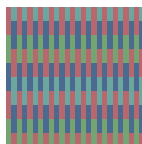
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114r	139g	171b	
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226r	182g	167b	
241r	223g	184b	



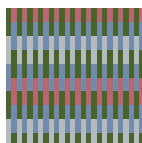
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5c	10m	20y	0k
109r	166g	159b	
226r	182g	167b	
241r	223g	184b	
240r	224g	202b	



50c	90m	70y	0k
60c	20m	40y	0k
60c	40m	20y	0k
60c	20m	70y	0k
148r	67g	83b	
109r	166g	159b	
114r	139g	171b	
116r	164g	114b	



30c	70m	50y	0k
60c	20m	40y	0k
80c	60m	30y	0k
60c	20m	70y	0k
183r	105g	111b	
109r	166g	159b	
75r	106g	143b	
116r	164g	114b	

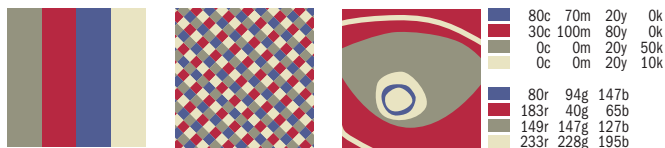
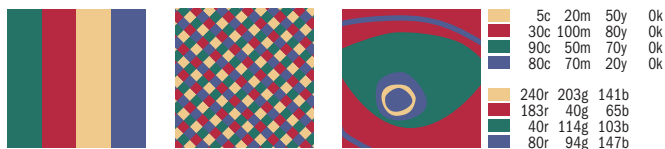
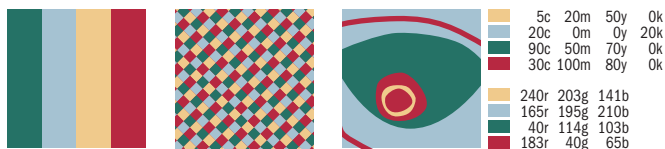
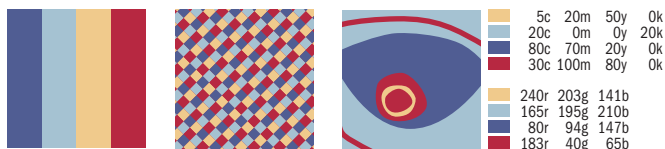


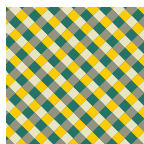
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60c	40m	20y	0k
30c	20m	20y	0k
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183r	105g	111b	
114r	139g	171b	
179r	187g	191b	



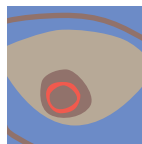
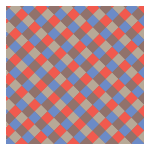




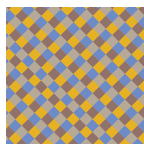




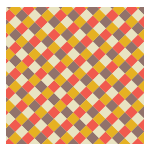
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233r	228g	195b	
40r	114g	103b	



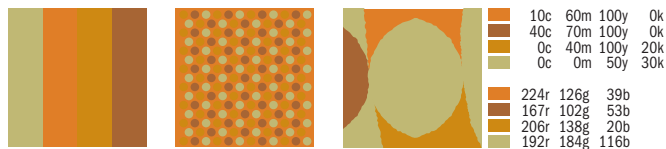
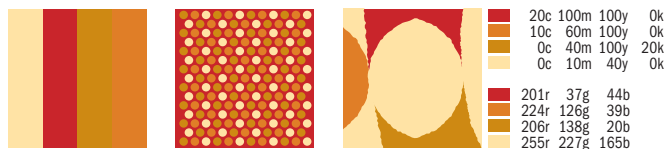
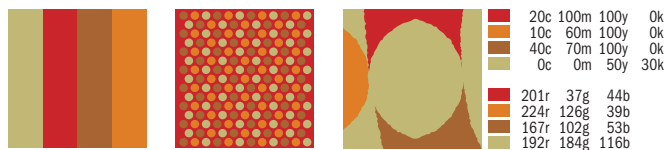
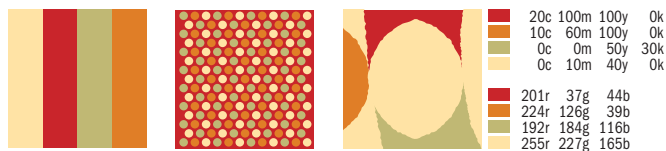
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183r	169g	151b	
145r	114g	107b	

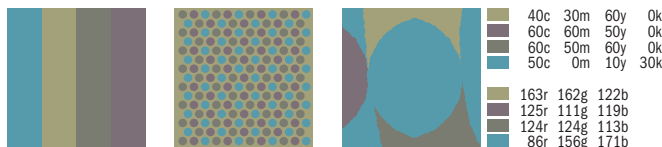
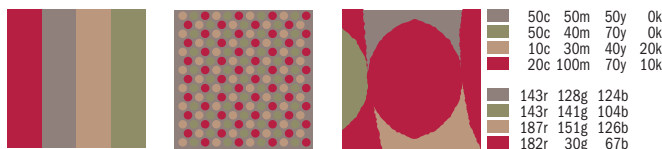
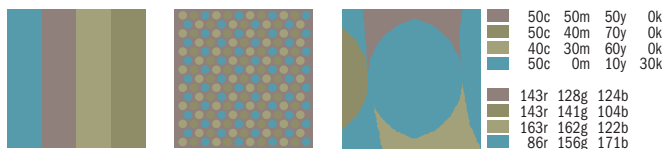
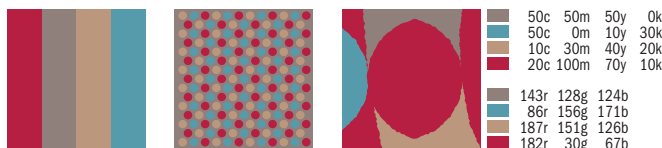


50c	60m	60y	0k
60c	40m	0y	0k
10c	30m	100y	0k
30c	30m	40y	0k
145r	114g	107b	
108r	140g	199b	
230r	177g	34b	
183r	169g	151b	



50c	60m	60y	0k
0c	80m	70y	0k
10c	30m	100y	0k
0c	0m	20y	10k
145r	114g	107b	
241r	91g	79b	
230r	177g	34b	
233r	228g	195b	





## 8: NATURAL

Natural hues borrowed from the planet on which we live: browns, grays and muted reds inspired by the colors of soil and stone; greens and yellows borrowed from the hues of foliage; and blues and oranges adopted from the spectrum of sky, sun and sea.

Colors such as these are often used by designers aiming to catch the attention of viewers interested in a grass-roots, no-nonsense, “earthy” presentation.

Natural tones, just like any defined group of hues, come in—and go out—of fashion. Sometimes certain browns prevail. At other times it’s warm grays, cool grays, beiges or tans that seem to dominate the latest examples of fashion, home accessories and advertisements. What’s going on today? Take a look through current media to get a sense for natural hues that are right on trend.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Natural Colors:**

*Could your project's message be delivered through an earthy palette of browns, a celestial selection of blues or an organic arrangement of greens?*

*What about building combinations of hues based on the colors of soil, rocks, sky, fire, water, plants, animals or skin?*

*Consider the effects the seasons have on natural hues.*

*How about using only natural colors in your palette? Is there a way of incorporating some "non-organic" colors for the sake of contrast?*

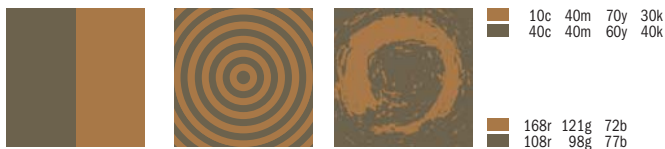
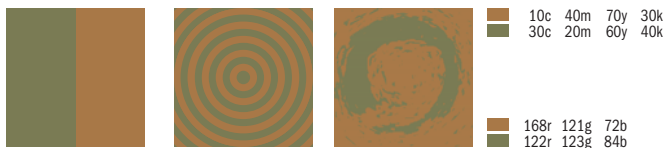
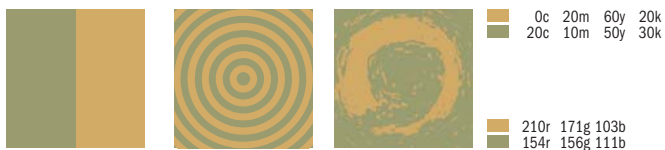
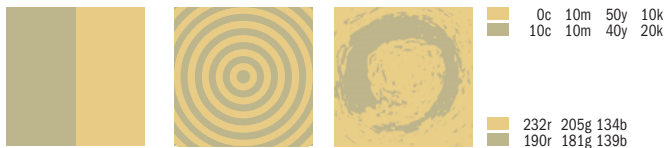
*Natural colors can be bright, muted, lively, subdued, warm, or cool.*

*Look at landscape paintings and photographs for ideas. Look out the window. Would a walk or a hike provide some inspiration for your project?*

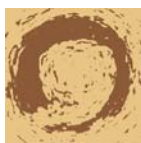
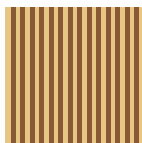




# HUES OF AUTUMN

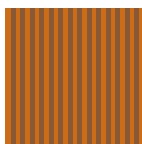


# NATURAL



0c 15m 50y 10k  
30c 60m 80y 30k

231r 197g 131b  
138r 89g 54b



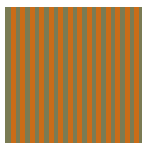
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202r 108g 24b  
138r 89g 55b



0c 15m 50y 10k  
0c 40m 80y 20k

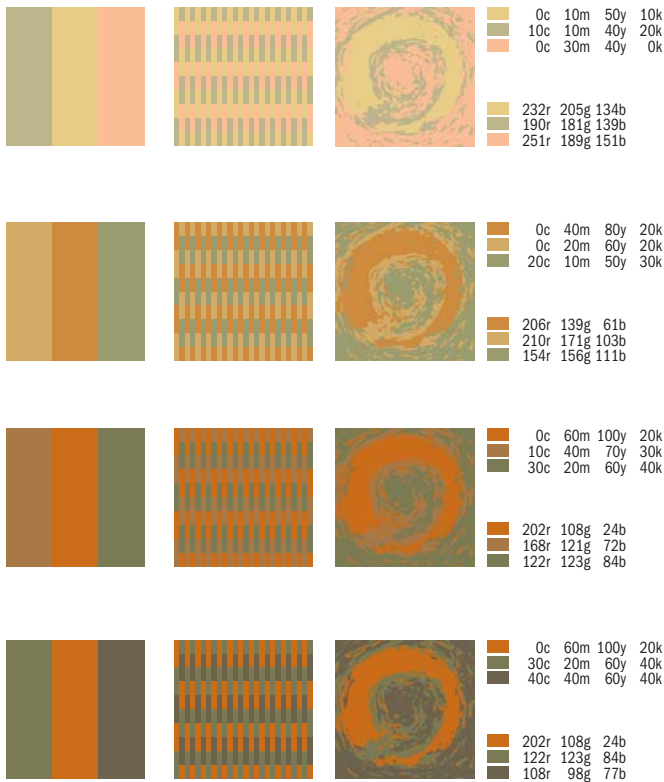
231r 197g 131b  
206r 139g 61b



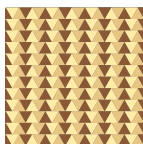
30c 20m 60y 40k  
0c 60m 100y 20k

122r 123g 84b  
202r 108g 24b

# HUES OF AUTUMN

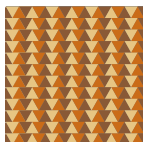


# NATURAL



0c	5m	40y	0k
0c	15m	50y	10k
30c	60m	80y	30k

255r	236g	169b
231r	197g	131b
138r	89g	55b



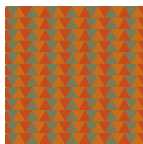
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231r	197g	131b
202r	108g	24b
138r	89g	55b



0c	15m	50y	10k
0c	40m	80y	20k
50c	60m	50y	30k

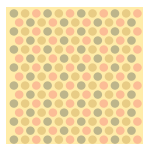
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108r	85g	88b



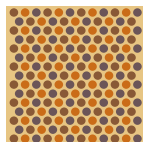
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122r	123g	84b
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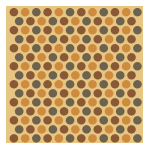
# HUES OF AUTUMN



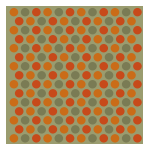
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	10c	10m	40y	20k
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	232r	205g	134b	
	190r	181g	139b	
	251r	189g	151b	



	0c	15m	50y	10k
	0c	60m	100y	20k
	30c	60m	80y	30k
	50c	60m	50y	30k
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	138r	89g	55b	
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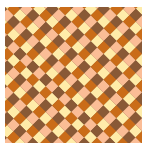
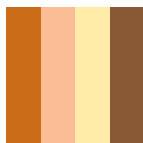


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	30c	60m	80y	30k
	40c	40m	60y	40k
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	206r	139g	61b	
	138r	89g	55b	
	108r	98g	77b	



	20c	10m	50y	30k
	30c	20m	60y	40k
	0c	60m	100y	20k
	0c	80m	100y	20k
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	122r	123g	84b	
	202r	108g	24b	
	199r	74g	27b	

# NATURAL



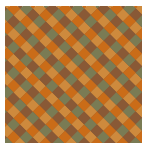
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251r	189g	151b	
202r	108g	24b	
138r	89g	55b	



0c	40m	80y	20k
10c	10m	40y	20k
0c	60m	100y	20k
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138r	89g	55b	

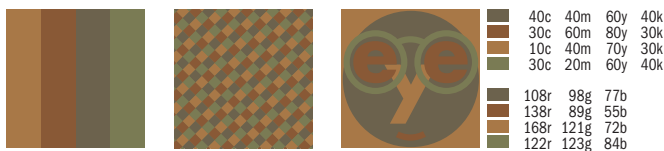
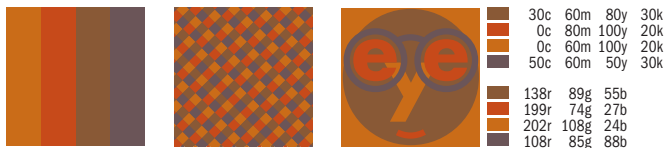


0c	15m	50y	10k
0c	40m	80y	20k
40c	40m	60y	40k
0c	60m	100y	20k
231r	197g	131b	
206r	139g	61b	
108r	98g	77b	
202r	108g	24b	



0c	40m	80y	20k
30c	20m	60y	40k
0c	60m	100y	20k
30c	60m	80y	30k
206r	139g	61b	
122r	123g	84b	
202r	108g	24b	
138r	89g	55b	


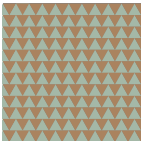





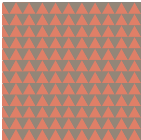


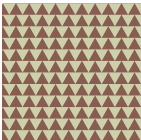

# HUES OF AUTUMN



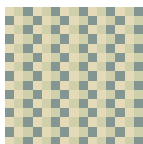




# QUIET TONES

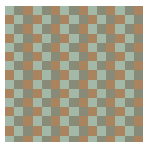
			<div> <div></div>20c 40m 60y 20k  <div></div>30c 10m 30y 10k </div> <div> <div></div>170r 131g 95b  <div></div>164r 184g 167b </div>
			<div> <div></div>50c 10m 30y 20k  <div></div>10c 10m 30y 0k </div> <div> <div></div>107r 157g 153b  <div></div>229r 218g 183b </div>
			<div> <div></div>0c 10m 20y 50k  <div></div>10c 60m 60y 0k </div> <div> <div></div>147r 134g 121b  <div></div>223r 128g 103b </div>
			<div> <div></div>10c 5m 30y 10k  <div></div>20c 50m 50y 40k </div> <div> <div></div>208r 207g 171b  <div></div>136r 93g 81b </div>

# NATURAL



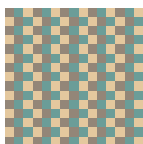
10c	10m	30y	0k
10c	5m	30y	10k
40c	20m	30y	20k

229r	218g	183b
208r	207g	171b
131r	150g	146b



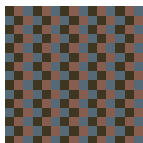
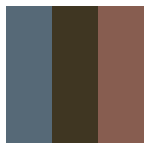
30c	10m	30y	10k
30c	20m	40y	30k
20c	40m	60y	20k

164r	184g	167b
136r	140g	120b
170r	131g	95b



0c	10m	20y	50k
50c	10m	30y	20k
10c	20m	40y	0k

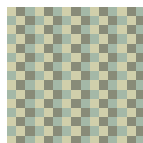
147r	134g	121b
107r	157g	153b
228r	200g	158b



0c	10m	40y	90k
20c	50m	50y	40k
60c	40m	30y	30k

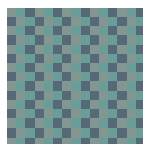
64r	55g	35b
136r	93g	81b
87r	105g	119b

# QUIET TONES



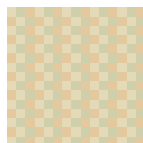
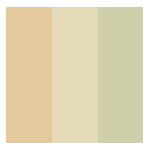
10c	5m	30y	10k
30c	20m	40y	30k
30c	10m	30y	10k

208r	207g	171b
136r	140g	120b
164r	184g	167b



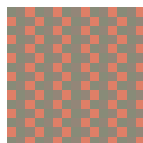
40c	20m	30y	20k
50c	10m	30y	20k
60c	40m	30y	30k

131r	150g	146b
107r	157g	153b
87r	105g	119b



10c	10m	30y	0k
10c	5m	30y	10k
10c	20m	40y	0k

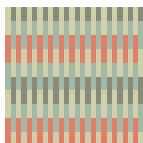
229r	218g	183b
208r	207g	171b
228r	200g	158b



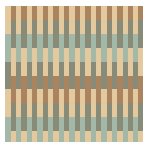
30c	20m	40y	30k
0c	10m	20y	50k
10c	60m	60y	0k

136r	140g	120b
147r	134g	121b
223r	128g	103b

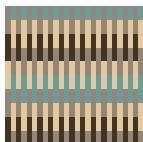
# NATURAL



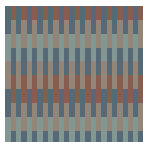
10c	5m	30y	10k
30c	20m	40y	30k
30c	10m	30y	10k
10c	60m	60y	0k
208r	207g	171b	
136r	140g	120b	
164r	184g	167b	
223r	128g	103b	



10c	20m	40y	0k
20c	40m	60y	20k
30c	20m	40y	30k
30c	10m	30y	10k
228r	200g	158b	
170r	131g	95b	
136r	140g	120b	
164r	184g	167b	

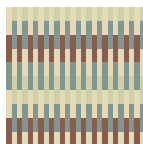


0c	10m	20y	50k
50c	10m	30y	20k
10c	20m	40y	0k
0c	10m	40y	90k
147r	134g	121b	
107r	157g	153b	
228r	200g	158b	
64r	55g	35b	



60c	40m	30y	30k
20c	50m	50y	40k
0c	10m	20y	50k
40c	20m	30y	20k
87r	105g	119b	
136r	93g	81b	
147r	134g	121b	
131r	150g	146b	

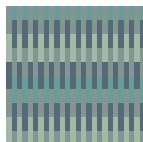
# QUIET TONES



10c	10m	30y	0k
10c	5m	30y	10k
40c	20m	30y	20k
20c	50m	50y	40k

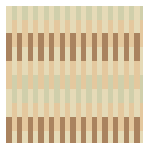
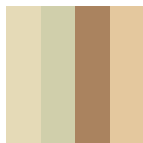
229r	218g	183b
208r	207g	171b
131r	150g	146b
136r	93g	81b



40c	20m	30y	20k
50c	10m	30y	20k
60c	40m	30y	30k
30c	10m	30y	10k

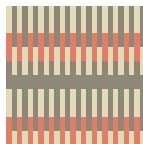
131r	150g	146b
107r	157g	153b
87r	105g	119b
164r	184g	167b



10c	10m	30y	0k
10c	5m	30y	10k
10c	20m	40y	0k
20c	40m	60y	20k

229r	218g	183b
208r	207g	171b
228r	200g	158b
170r	131g	95b



10c	10m	30y	0k
30c	20m	40y	30k
0c	10m	20y	50k
10c	60m	60y	0k

229r	218g	183b
136r	140g	120b
147r	136g	121b
223r	128g	103b

This spread addresses a variety of factors that ought to be considered when finalizing colors for a job that will be printed using an offset printing press.

### **On-screen vs. on paper**

Designers who use a computer to create artwork that will be offset printed must be aware that the colors they see on-screen will not match the colors of ink on paper.

A *process color guide* (a pre-printed book that displays different mixes of CMYK inks) is a good tool for checking the on-screen representation of a color against the way it will appear as inks on paper. Refer to these guides when choosing colors to get a reasonably accurate idea of what your on-screen colors will look like when they are coming off the printing press.

### **Proofs**

If you have a high quality ink-jet printer, you may be able to calibrate your machine to provide an accurate proof of your jobs before sending them out for offset printing.

Usually, however, your best bet is to ask the company who is going to print your job to provide a proof of the greatest possible accuracy. Inspect this proof carefully before allowing the job to go to press; ask the printer if they foresee any problems with any of the colors; and, if you are happy with the proof, sign off on it and ask the printer to match the sample you have signed when they are printing the job.

Always talk to the printer before a job goes to press and thoroughly discuss the many variables that may come into play when a job goes to press.

Also, ask the printer if they will permit you to “press check” the job (to be present when the job is being printed and to have a say in the adjustments being made in terms of color accuracy).

### **Paper**

This book has been printed on a coated stock—a good paper for displaying color with accuracy and consistency.

Dull, matte, satin, semigloss or high gloss papers will display colors of ink differently than this stock.

Talk to your printer about paper-related variables and look at samples of jobs printed on various stocks to get an idea of what you can expect when your project is printed.

Because printing inks are not opaque, inks printed on non-white stocks will be tinted by the paper’s color. If desired,

adjustments can be made to a document to compensate for the effect a paper’s tint will have on the CMYK inks being used for printing.

Paper choice is a crucial factor to discuss with your printer—especially if you intend to use a non-white stock.

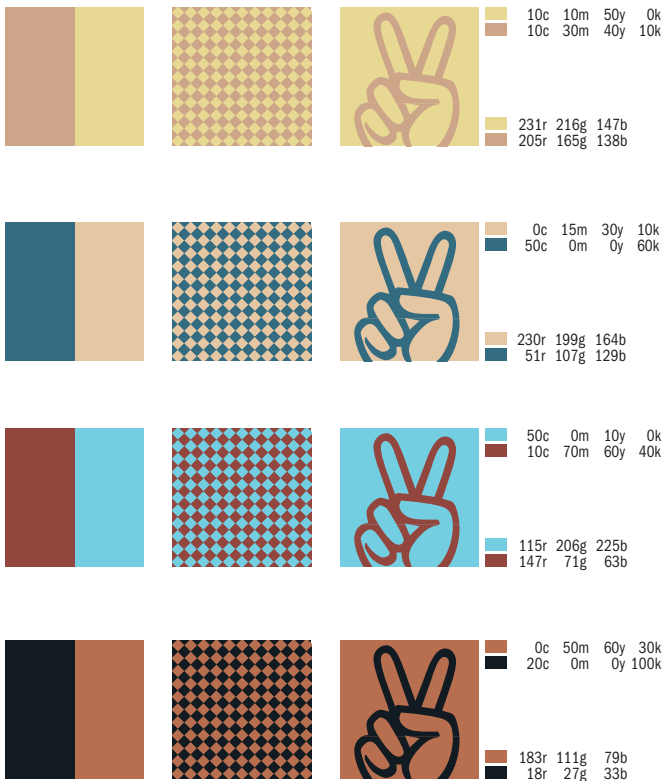
### **CMYK vs. Spot Color**

CMYK colors are a mixture of various densities of cyan, magenta, yellow and black inks. Spot colors are pre-mixed inks that conform to a color-matching system such as the popular Pantone Matching System (PMS).

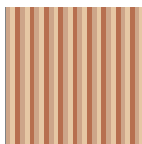
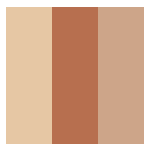
It is often cheaper to print a job using one or two spot colors than it is to and produce the job using CMYK inks (simply because the cost of printing often depends on the number of inks a printer has to load into the press).





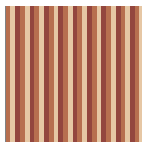
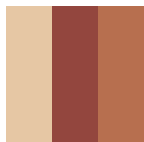


## NATURAL



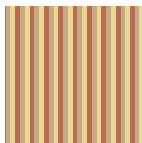
0c	15m	30y	10k
10c	30m	40y	10k
0c	50m	60y	30k

230r	199g	164b
205r	165g	138b
183r	111g	79b



0c	15m	30y	10k
0c	50m	60y	30k
10c	70m	60y	40k

230r	199g	164b
183r	111g	79b
147r	71g	63b



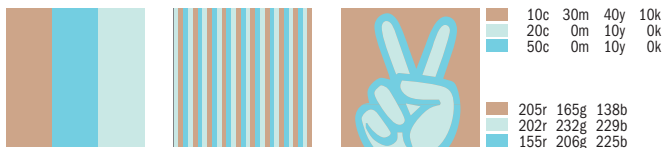
10c	10m	50y	0k
10c	30m	40y	10k
0c	50m	60y	30k

231r	216g	147b
205r	165g	138b
183r	111g	79b

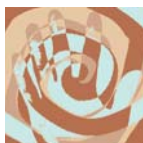
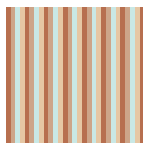
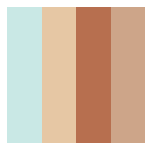


10c	70m	60y	40k
0c	50m	60y	30k
20c	0m	0y	100k

147r	71g	63b
183r	111g	79b
18r	27g	33b



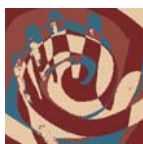
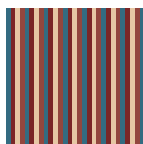
# NATURAL



10c	0m	10y	0k
0c	15m	30y	10k
10c	30m	40y	10k
0c	50m	60y	30k

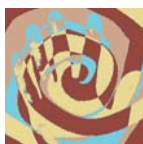
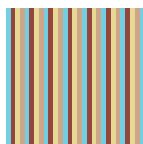
202r	232g	229b
230r	199g	164b
205r	165g	138b
183r	111g	79b



0c	15m	30y	10k
10c	70m	60y	40k
30c	90m	80y	40k
50c	0m	0y	60k

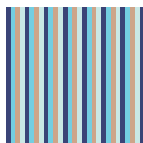
230r	199g	164b
147r	71g	63b
122r	39g	39b
51r	107g	129b



10c	10m	50y	0k
10c	30m	40y	10k
10c	70m	60y	40k
50c	0m	10y	0k

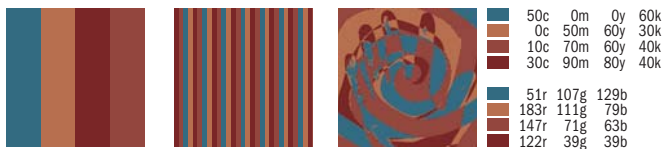
231r	216g	147b
205r	165g	138b
147r	71g	63b
115r	206g	225b

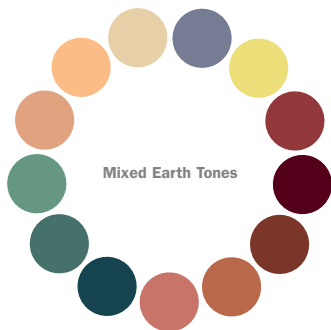


10c	30m	40y	10k
20c	0m	10y	0k
50c	0m	10y	0k
80c	70m	10y	30k

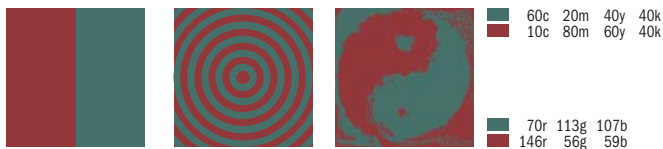
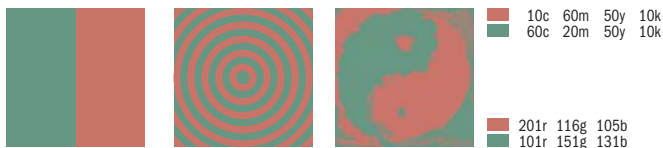
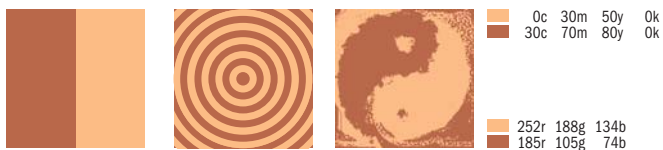
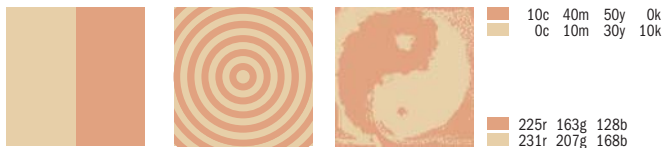
  

205r	165g	138b
202r	232g	229b
115r	206g	225b
58r	69g	120b



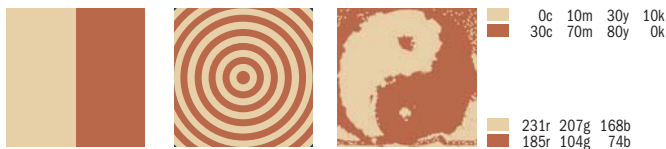
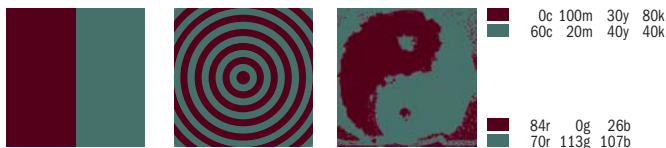
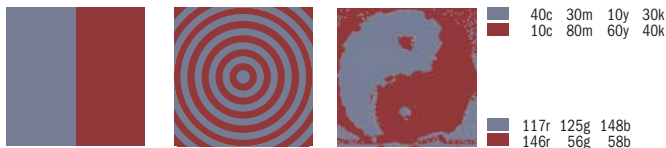


# MIXED EARTH TONES

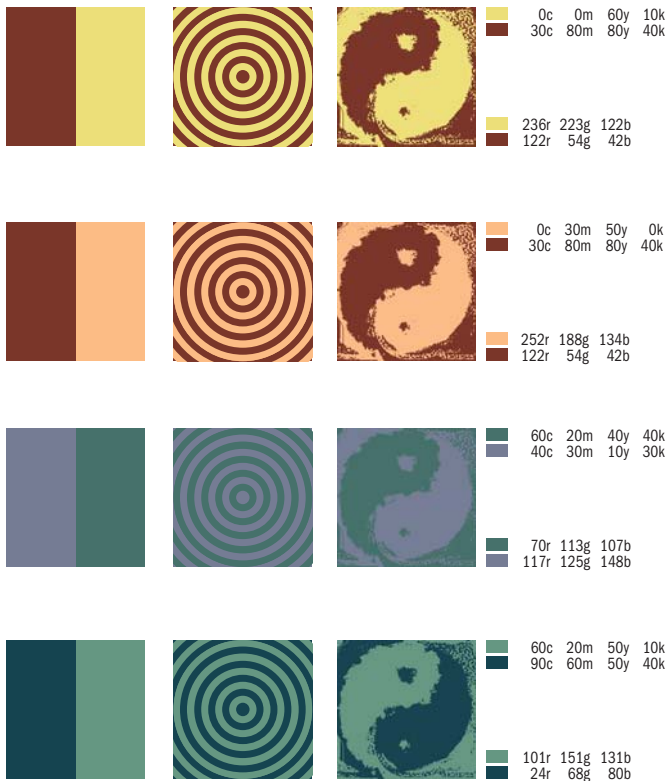




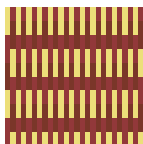
# NATURAL



# MIXED EARTH TONES

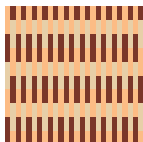
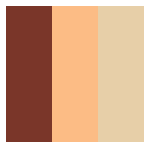


# NATURAL



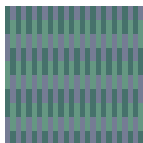
0c	0m	60y	10k
10c	80m	60y	40k
30c	80m	80y	40k

236r	223g	122b
146r	56g	59b
122r	54g	42b



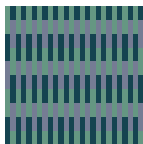
0c	30m	50y	0k
30c	80m	80y	40k
0c	10m	30y	10k

252r	188g	134b
122r	54g	42b
231r	207g	168b



60c	20m	40y	40k
40c	30m	10y	30k
60c	20m	50y	10k

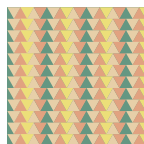
70r	113g	107b
117r	125g	148b
101r	151g	131b



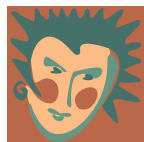
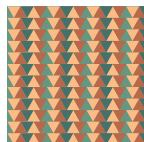
60c	20m	50y	10k
90c	60m	50y	40k
40c	30m	10y	30k

101r	151g	131b
24r	68g	80b
117r	125g	148b

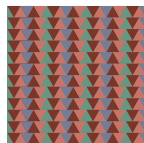
# MIXED EARTH TONES



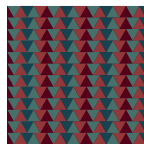
0c	10m	30y	10k
10c	40m	50y	0k
60c	20m	50y	10k
0c	0m	60y	10k
231r	207g	168b	
225r	163g	128b	
101r	151g	131b	
236r	223g	122b	



0c	30m	50y	0k
30c	70m	80y	0k
60c	20m	50y	10k
60c	20m	40y	40k
252r	188g	134b	
185r	105g	74b	
101r	151g	131b	
70r	113g	107b	



30c	80m	80y	40k
10c	60m	50y	10k
60c	20m	50y	10k
40c	30m	10y	30k
122r	54g	42b	
201r	116g	105b	
101r	151g	131b	
117r	125g	148b	

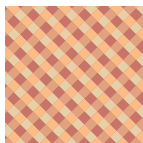
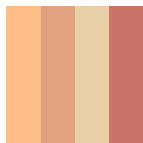


60c	20m	40y	40k
10c	80m	60y	40k
0c	100m	30y	80k
90c	60m	50y	40k
70r	113g	107b	
146r	56g	59b	
85r	0g	26b	
24r	68g	80b	

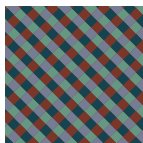
# NATURAL



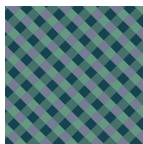
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30c	70m	80y	0k
10c	80m	60y	40k
30c	80m	80y	40k
236r	223g	122b	
185r	105g	74b	
146r	56g	59b	
122r	54g	42b	



0c	10m	30y	10k
10c	40m	50y	0k
0c	30m	50y	0k
10c	60m	50y	10k
231r	207g	168b	
225r	163g	128b	
252r	188g	134b	
201r	116g	105b	

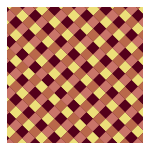


60c	20m	50y	10k
90c	60m	50y	40k
40c	30m	10y	30k
30c	80m	80y	40k
101r	151g	131b	
24r	68g	80b	
117r	125g	148b	
122r	54g	42b	

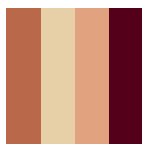


60c	20m	50y	10k
90c	60m	50y	40k
40c	30m	10y	30k
60c	20m	40y	40k
101r	151g	131b	
24r	68g	80b	
117r	125g	148b	
70r	113g	107b	

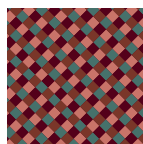
# MIXED EARTH TONES



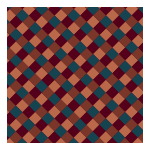
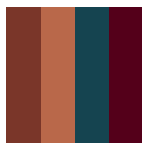
	0c	0m	60y	10k
	10c	60m	50y	10k
	30c	70m	80y	0k
	0c	100m	30y	80k
	236r	223g	122b	
	201r	116g	105b	
	185r	105g	74b	
	85r	0g	26b	



	10c	40m	50y	0k
	0c	10m	30y	10k
	30c	70m	80y	0k
	0c	100m	30y	80k
	225r	163g	128b	
	231r	207g	168b	
	185r	105g	74b	
	85r	0g	26b	



	60c	20m	40y	40k
	10c	60m	50y	10k
	30c	80m	80y	40k
	0c	100m	30y	80k
	70r	113g	107b	
	201r	116g	105b	
	122r	54g	42b	
	85r	0g	26b	



	90c	60m	50y	40k
	30c	70m	80y	0k
	30c	80m	80y	40k
	0c	100m	30y	80k
	24r	68g	80b	
	185r	105g	74b	
	122r	54g	42b	
	85r	0g	26b	

## 9: ACCENT

A color that stands out in relation to other nearby hues is often referred to as an “accent” color. The palettes in this chapter feature one accent color, and two or three supporting hues (colors that are generally more muted, lighter or darker than the accent color).

Images and messages of great impact can result when the right balance of restraint and power are found through content and color. Compositions that make use of an accent color to call attention to a particular visual element are often seen in works of advertising, design and fine arts. The element being highlighted might be typographic, image-oriented, or an emphasized detail within an image or block of text.

How about employing the effects of color to bring attention to a certain element in a visual project of your own? Start out by first selecting a “starring” hue, then use the examples in this chapter to generate a cast of colors that will support—and help set the stage for—your emphasized hue.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Accent/ Supporting Colors:**

*Consider contrast: Intense against muted, light against dark, color against gray.*

*A hue's muted complement helps bring attention to the purer tone.*

*When a hue is placed next to a less saturated shade of itself, the original hue looks more intense than before.*

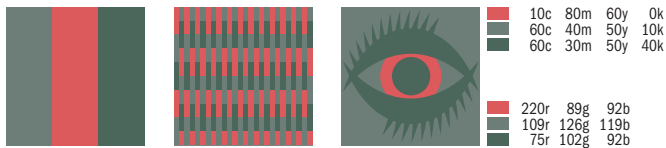
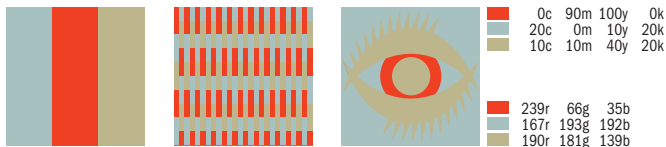
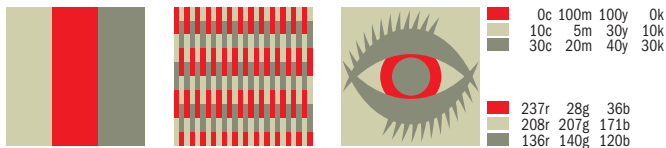
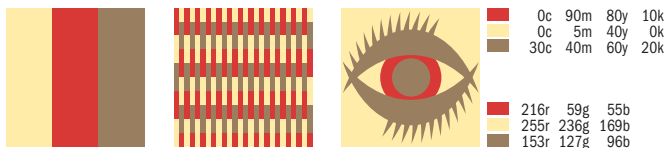
*Attention can be directed to an intense accent color by surrounding it with muted tones.*

*Sometimes less is more;  
sometimes less is a bore:  
Should your accent color be  
used sparingly or prominently?*

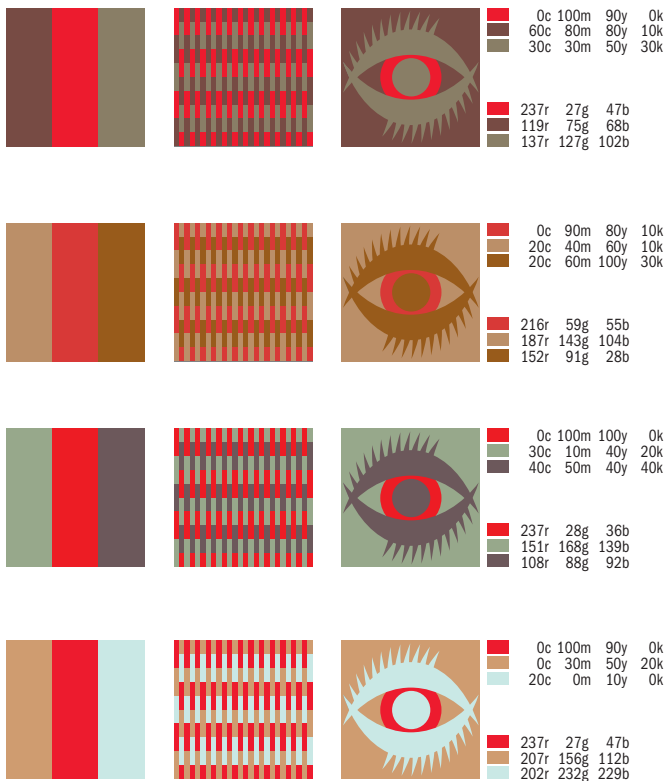
*The computer makes experimentation easy and quick: Explore your options when it comes to deciding how—and how much—to use an accent color in a layout or illustration.*



## ACCENT



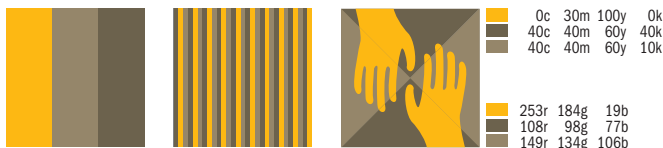
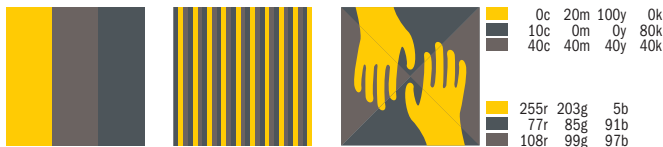
# MIXED COMBINATIONS



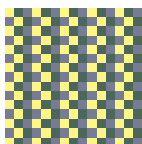
## ACCENT



# MIXED COMBINATIONS

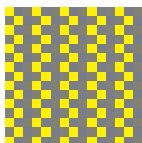


## ACCENT



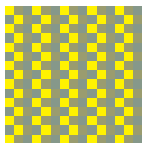
0c	0m	60y	0k
60c	30m	50y	40k
40c	30m	10y	30k

255r	246g	133b
75r	102g	92b
117r	125g	148b



0c	0m	100y	0k
60c	50m	40y	0k
0c	0m	10y	60k

255r	242g	0b
121r	125g	137b
129r	129g	121b



0c	0m	100y	0k
20c	10m	50y	30k
30c	10m	30y	30k

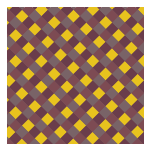
255r	242g	0b
154r	156g	111b
134r	152g	139b



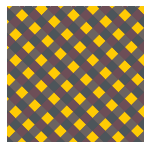
0c	20m	100y	0k
60c	80m	80y	10k
0c	10m	40y	60k

255r	203g	5b
119r	75g	68b
129r	116g	85b

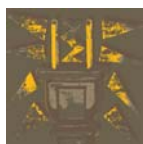
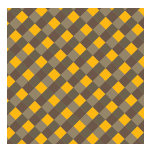
# MIXED COMBINATIONS



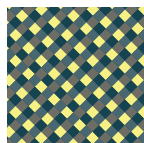
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0c	50m	20y	60k
0c	50m	10y	70k
40c	50m	40y	30k
232r	195g	30b	
126r	75g	83b	
107r	62g	76b	
122r	99g	103b	



0c	20m	100y	0k
10c	0m	0y	80k
40c	40m	40y	40k
40c	60m	40y	40k
255r	203g	5b	
77r	85g	91b	
108r	99g	97b	
109r	78g	87b	

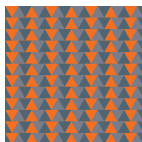


0c	30m	100y	0k
40c	50m	60y	40k
40c	40m	60y	40k
40c	40m	60y	10k
253r	184g	19b	
109r	88g	73b	
149r	134g	106b	
108r	98g	77b	



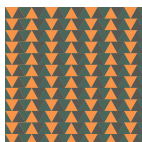
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0c	0m	10y	70k
60c	30m	30y	40k
90c	60m	50y	40k
246r	240g	134b	
110r	110g	103b	
73r	103g	112b	
24r	68g	80b	

## ACCENT



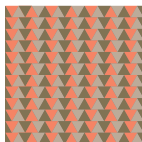
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70c	50m	40y	20k

243r	112g	33b
121r	125g	137b
82r	101g	115b



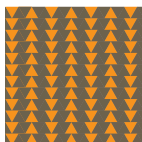
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0c	0m	10y	80k
60c	30m	50y	40k

247r	148g	72b
88r	88g	82b
75r	102g	92b



0c	60m	60y	0k
0c	10m	20y	30k
0c	10m	40y	60k

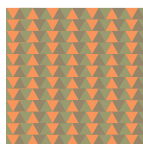
245r	132g	102b
188r	171g	153b
129r	116g	85b



0c	50m	100y	0k
0c	10m	30y	70k
40c	40m	60y	40k

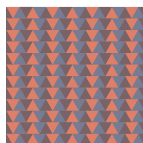
247r	147g	30b
110r	99g	80b
108r	98g	77b

# MIXED COMBINATIONS



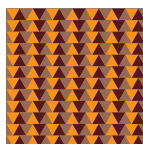
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20c	10m	50y	30k

247r	149g	91b
149r	134g	106b
154r	156g	111b



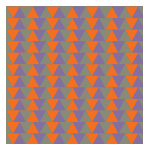
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40c	30m	10y	30k
40c	50m	40y	30k

223r	128g	103b
117r	125g	148b
122r	99g	103b



0c	50m	100y	0k
60c	100m	100y	40k
40c	60m	70y	10k

247r	147g	30b
87r	24g	27b
150r	107g	85b

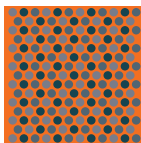


0c	70m	100y	0k
40c	50m	0y	20k
30c	20m	40y	30k

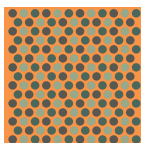
243r	112g	33b
131r	112g	160b
136r	140g	120b



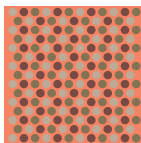
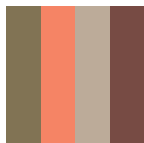
## ACCENT



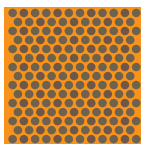
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90c	60m	50y	40k
60c	50m	40y	0k
70c	50m	40y	20k
243r	112g	33b	
24r	68g	80b	
121r	125g	137b	
82r	101g	115b	



0c	50m	80y	0k
30c	10m	40y	20k
0c	0m	10y	80k
60c	30m	50y	40k
247r	148g	72b	
151r	168g	139b	
88r	88g	82b	
75r	102g	92b	

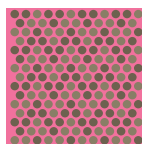
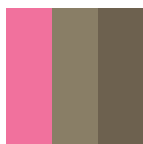


0c	60m	60y	0k
60c	80m	80y	10k
0c	10m	20y	30k
0c	10m	40y	60k
245r	132g	102b	
119r	75g	68b	
188r	171g	153b	
129r	116g	85b	



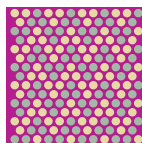
0c	50m	100y	0k
40c	50m	60y	40k
0c	10m	30y	70k
40c	40m	60y	40k
247r	147g	30b	
109r	88g	73b	
108r	95g	77b	
110r	99g	80b	

# MIXED COMBINATIONS



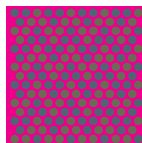
0c	70m	10y	0k
0c	10m	30y	70k
30c	30m	50y	30k

241r	114g	157b
110r	99g	80b
137r	127g	102b



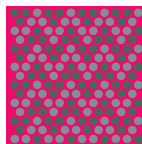
30c	100m	0y	0k
10c	10m	40y	0k
30c	10m	30y	10k

180r	30g	142b
230r	217g	165b
164r	184g	167b



0c	100m	0y	0k
70c	50m	40y	20k
50c	40m	60y	30k

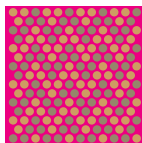
236r	0g	140b
82r	101g	115b
106r	107g	87b



0c	100m	30y	0k
60c	30m	50y	40k
10c	0m	0y	50k

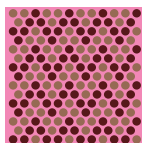
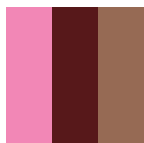
237r	12g	110b
75r	102g	92b
130r	143g	151b

## ACCENT



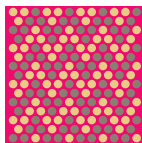
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20c	40m	70y	0k
40c	40m	60y	10k

237r	0g	128b
206r	156g	99b
149r	134g	106b



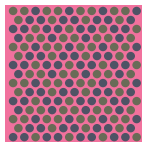
0c	60m	0y	0k
40c	60m	70y	10k
60c	100m	100y	40k

242r	135g	183b
150r	107g	85b
87r	24g	27b



0c	100m	30y	0k
0c	10m	50y	10k
30c	30m	40y	30k

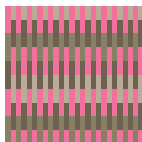
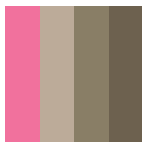
237r	12g	110b
232r	205g	134b
136r	127g	114b



0c	70m	10y	0k
50c	40m	60y	30k
60c	50m	30y	30k

241r	114g	157b
106r	107g	87b
79r	83g	101b

# MIXED COMBINATIONS



0c	70m	10y	0k
0c	10m	20y	30k
0c	10m	30y	70k
30c	30m	50y	30k
241r	114g	152b	
188r	171g	153b	
110r	99g	80b	
137r	127g	102b	



30c	100m	0y	0k
30c	20m	40y	30k
10c	10m	40y	0k
30c	10m	30y	10k
180r	30g	142b	
136r	140g	120b	
230r	217g	165b	
180r	202g	183b	



0c	100m	0y	0k
40c	50m	40y	30k
70c	50m	40y	20k
50c	40m	60y	30k
236r	0g	140b	
122r	99g	103b	
82r	101g	115b	
106r	107g	87b	



0c	100m	30y	0k
60c	0m	50y	90k
60c	30m	50y	40k
10c	0m	0y	50k
237r	12g	110b	
0r	49g	35b	
75r	102g	92b	
130r	143g	151b	

# VARIATION ON A THEME



<span style="color: red;">■</span>	0c	100m	100y	0k
<span style="color: grey;">■</span>	60c	40m	50y	10k
<span style="color: yellow;">■</span>	0c	10m	50y	30k
<span style="color: blue;">■</span>	60c	30m	30y	40k
<span style="color: red;">■</span>	223r	0g	41b	
<span style="color: grey;">■</span>	113r	127g	118b	
<span style="color: yellow;">■</span>	193r	176g	113b	
<span style="color: blue;">■</span>	80r	102g	110b	

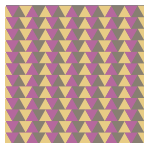
After the search for a palette has been narrowed or finalized, spend time experimenting with different ways of assigning its colors to your image or design.

Use the computer to try out variations. Take advantage of digital media's ability to make creative exploration easy and quick—you may be surprised how often you find solutions that are as effective as they are unanticipated.

Here, a set of four colors has been used to color the samples at right. Notice how the look and feel of the image changes as the colors' roles are shifted.

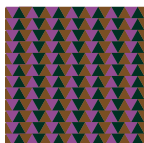


## ACCENT



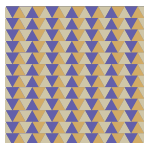
30c	70m	10y	0k
30c	30m	40y	30k
0c	10m	50y	10k

181r	105g	157b
136r	127g	114b
232r	205g	134b



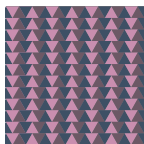
40c	80m	0y	10k
60c	0m	50y	90k
30c	60m	90y	40k

147r	76g	147b
0r	49g	35b
122r	79g	36b



70c	70m	0y	0k
0c	20m	60y	20k
10c	10m	30y	10k

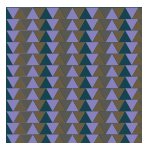
100r	96g	170b
210r	171g	103b
207r	199g	168b



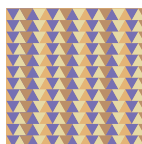
20c	50m	10y	0k
40c	50m	30y	40k
70c	50m	30y	40k

201r	142g	176b
108r	89g	101b
63r	81g	101b

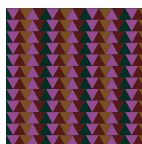
# MIXED COMBINATIONS



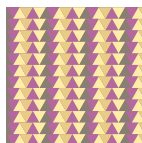
50c	50m	0y	0k
60c	60m	80y	20k
90c	60m	50y	40k
0c	0m	10y	80k
135r	129g	189b	
106r	92g	67b	
24r	68g	80b	
88r	88g	82b	



60c	60m	0y	0k
10c	10m	40y	0k
10c	30m	60y	0k
20c	40m	60y	10k
118r	112g	179b	
230r	217g	165b	
228r	180g	119b	
187r	143g	104b	



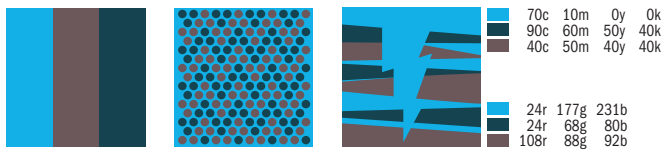
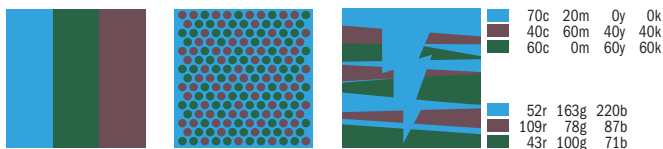
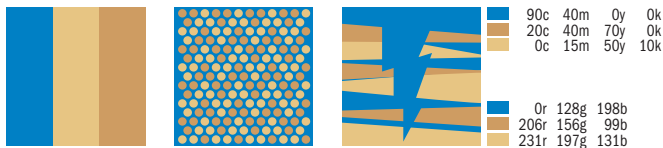
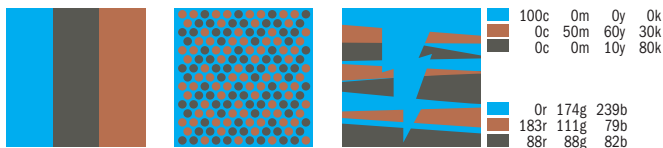
40c	80m	0y	10k
60c	100m	100y	40k
60c	0m	50y	90k
30c	60m	90y	40k
147r	76g	147b	
87r	24g	27b	
0r	49g	35b	
122r	79g	36b	



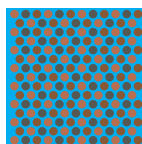
30c	70m	10y	0k
0c	5m	40y	0k
30c	30m	40y	30k
0c	10m	50y	10k
181r	105g	157b	
255r	236g	169b	
136r	127g	114b	
232r	205g	134b	



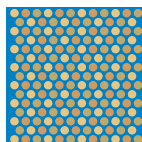
## ACCENT



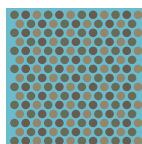
# MIXED COMBINATIONS



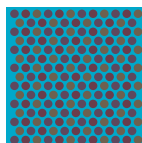
100c	0m	0y	0k
0c	0m	10y	80k
0c	50m	60y	30k
30c	60m	80y	30k
0r	174g	239b	
88r	88g	82b	
183r	111g	79b	
138r	89g	55b	



90c	40m	0y	0k
20c	40m	70y	0k
0c	15m	50y	10k
0c	10m	50y	30k
0r	128g	198b	
206r	156g	99b	
231r	197g	131b	
190r	168g	110b	

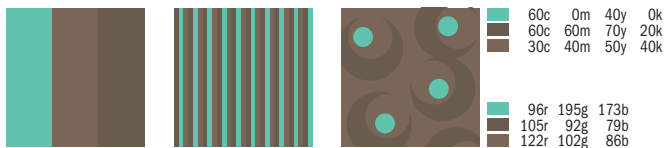
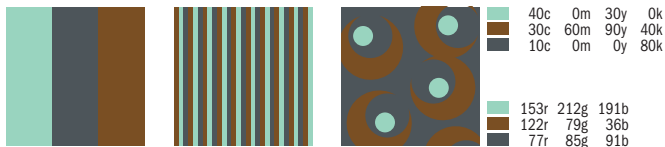
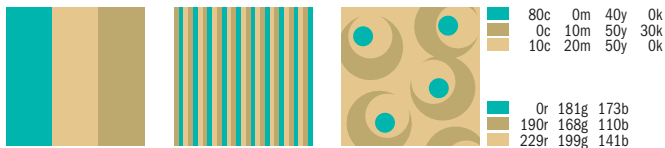


50c	0m	10y	10k
60c	60m	70y	20k
50c	40m	60y	30k
40c	40m	60y	10k
105r	188g	206b	
105r	92g	79b	
106r	107g	87b	
149r	134g	106b	

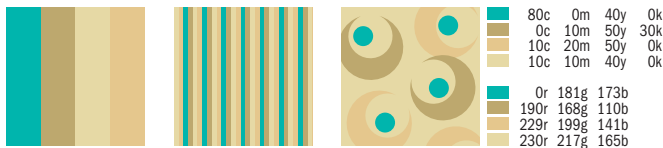
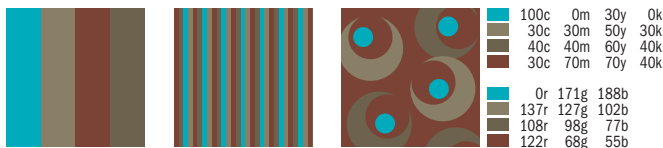


80c	0m	10y	10k
0c	50m	10y	70k
60c	70m	40y	30k
0c	10m	30y	70k
0r	168g	202b	
107r	62g	76b	
94r	72g	94b	
110r	99g	80b	

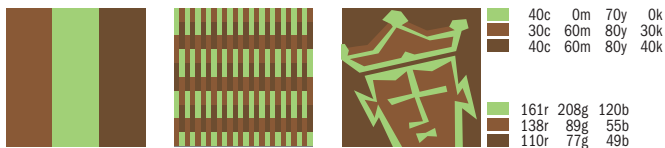
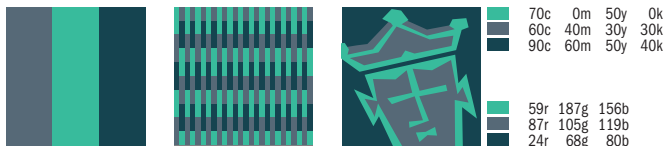
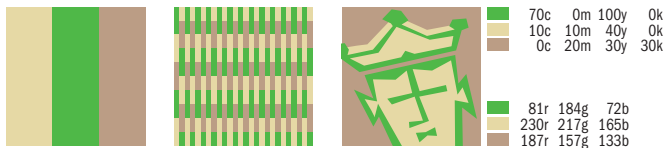
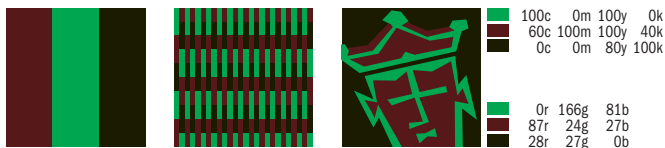
## ACCENT



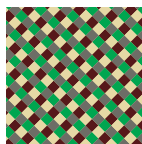
# MIXED COMBINATIONS



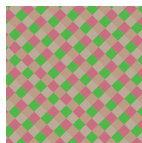
## ACCENT



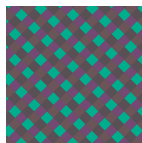
# MIXED COMBINATIONS



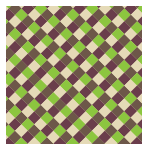
100c	0m	100y	0k
60c	100m	100y	40k
0c	0m	10y	70k
10c	10m	40y	0k
0r	166g	81b	
87r	24g	27b	
110r	110g	103b	
230r	217g	165b	



70c	0m	100y	0k
0c	60m	20y	20k
0c	10m	20y	30k
0c	20m	30y	30k
81r	184g	72b	
201r	111g	129b	
188r	171g	153b	
187r	157g	133b	

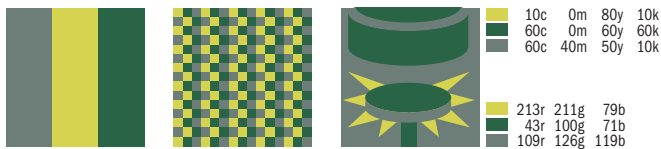
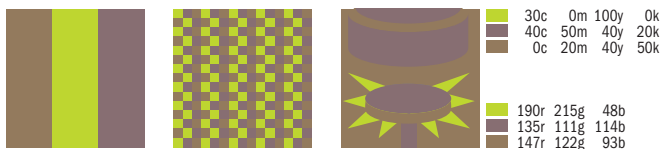
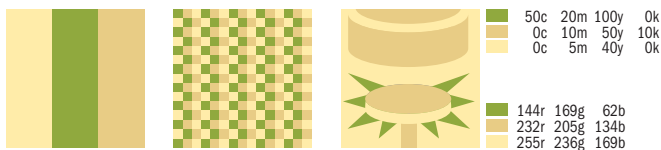
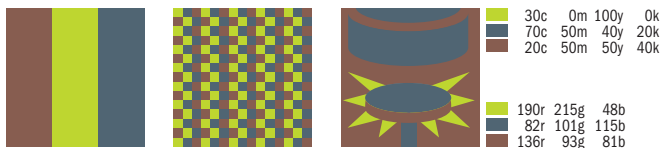


90c	0m	60y	0k
50c	60m	50y	30k
60c	80m	30y	10k
0c	10m	0y	80k
0r	174g	142b	
108r	85g	88b	
116r	74g	117b	
88r	80g	86b	

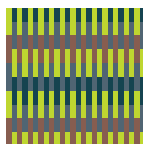


50c	0m	100y	0k
0c	50m	10y	70k
40c	50m	60y	40k
10c	10m	30y	0k
140r	198g	63b	
107r	62g	76b	
109r	88g	73b	
229r	218g	183b	

## ACCENT



# MIXED COMBINATIONS



30c	0m	100y	0k
90c	60m	50y	40k
70c	50m	40y	20k
20c	50m	50y	40k

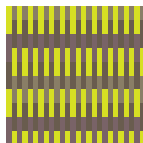
190r	215g	48b
24r	68g	80b
82r	101g	115b
136r	93g	81b



50c	20m	100y	0k
10c	10m	30y	10k
0c	10m	50y	10k
0c	5m	40y	0k

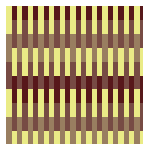
144r	169g	62b
207r	199g	168b
232r	205g	134b
255r	236g	169b



20c	0m	100y	0k
30c	30m	50y	30k
60c	60m	70y	20k
40c	50m	40y	30k

215r	223g	35b
137r	127g	102b
105r	92g	79b
122r	99g	103b



10c	0m	60y	0k
60c	100m	100y	40k
60c	80m	80y	10k
30c	40m	60y	20k

234r	235g	134b
87r	24g	27b
119r	75g	68b
153r	127g	96b



## 10: LOGO IDEAS

Businesses often choose an economical color presentation for their logo that includes black plus one other color as the foundation of their visual identity. Use this chapter to help find simple color ideas for logo projects. (Or, use it to find color combinations for other visual projects that might be well suited for a palette of black, grays and one color.)

Note: this book has been printed using four-color process printing. If you find a color combination on the pages ahead that appeals to you—and want to apply it to items such as stationery or business cards—you may want to find a spot color (from a pre-mixed ink system such as Pantone's) to use in place of the CMYK mixes shown here. This will probably be the most cost-effective way to proceed.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Colors for Logos:**

*Which colors best support the look your client wishes to project?*

*Should more than one hue be chosen to color the logo you are working on?*

*Should a palette of supporting colors be established for other material which will be used by the client?*

*Gain a better understanding of the color preferences of your client's customers by taking a good look at the media these customers respond to.*

*Does your client understand that their personal color preferences may not match the tastes of their customers? How can this notion be tactfully imparted to the client?*

*What types of media will the client be applying their corporate color(s) to? Will the colors you offer them work well within these media?*



	0c	0m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	255r	242g	0b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	20m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	255r	203g	5b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	40m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	250r	166g	26b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	0m	60y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	255r	246g	133b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	50m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	247r	147g	30b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	60m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	245r	130g	32b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	50m	70y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	247r	149g	91b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	10c	20m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	232r	195g	30b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	60m	60y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	245r	132g	102b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	80m	100y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	241r	90g	34b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	50m	80y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	247r	148g	72b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	60m	100y	20k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	202r	108g	24b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



10c	70m	40y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
221r	110g	122b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



10c	100m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
218r	33g	40b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



30c	100m	80y	10k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
166r	35g	58b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



10c	80m	60y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
220r	89g	92b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



circle



circle



circle

10c	50m	60y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

224r	144g	108b
167r	169g	133b
128r	130g	133b
35r	31g	32b



circle



circle



circle

10c	60m	70y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

223r	127g	89b
167r	169g	133b
128r	130g	133b
35r	31g	32b



circle



circle



circle

10c	60m	60y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

223r	128g	103b
167r	169g	133b
128r	130g	133b
35r	31g	32b



circle



circle



circle

0c	70m	70y	10k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

220r	102g	75b
167r	169g	133b
128r	130g	133b
35r	31g	32b



40c	60m	70y	10k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
150r	107g	85b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



30c	70m	70y	40k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
122r	68g	55b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



0c	60m	60y	30k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
181r	98g	75b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



0c	30m	50y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
252r	188g	134b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	





	0c	100m	30y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	237r	12g	110b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	30c	100m	40y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	182r	36g	103b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	70m	10y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	241r	114g	157b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	40m	0y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	246r	173g	205b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	30c	70m	40y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	183r	105g	123b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	20c	60m	40y	10k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	184r	113g	118b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	20c	50m	30y	10k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	184r	129g	136b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	70m	40y	40k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	161r	73g	80b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	70c	100m	0y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	112r	44g	145b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	50c	100m	0y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	145r	39g	143b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	40c	90m	20y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	164r	64g	130b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	30c	100m	10y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	181r	30g	130b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



30c	30m	0y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

176r	171g	213b
167r	169g	133b
128r	130g	133b
35r	31g	32b



60c	60m	0y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

118r	112g	179b
167r	169g	133b
128r	130g	133b
35r	31g	32b



100c	80m	0y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

3r	78g	162b
167r	169g	133b
128r	130g	133b
35r	31g	32b



30c	40m	10y	20k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

150r	129g	156b
167r	169g	133b
128r	130g	133b
35r	31g	32b



■	100c	100m	0y	0k
■	0c	0m	0y	40k
■	0c	0m	0y	60k
■	0c	0m	0y	100k
■	46r	49g	146b	
■	167r	169g	133b	
■	128r	130g	133b	
■	35r	31g	32b	



■	90c	60m	0y	10k
■	0c	0m	0y	40k
■	0c	0m	0y	60k
■	0c	0m	0y	100k
■	18r	95g	163b	
■	167r	169g	133b	
■	128r	130g	133b	
■	35r	31g	32b	



■	100c	0m	0y	0k
■	0c	0m	0y	40k
■	0c	0m	0y	60k
■	0c	0m	0y	100k
■	0r	174g	239b	
■	167r	169g	133b	
■	128r	130g	133b	
■	35r	31g	32b	



■	70c	20m	0y	0k
■	0c	0m	0y	40k
■	0c	0m	0y	60k
■	0c	0m	0y	100k
■	52r	163g	220b	
■	167r	169g	133b	
■	128r	130g	133b	
■	35r	31g	32b	



	50c	0m	10y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	115r	206g	225b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	80c	0m	10y	10k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	0r	168g	202b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	50c	40m	20y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	137r	144g	171b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	70c	50m	30y	40k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	63r	81g	101b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



100c	30m	40y	20k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	113g	127b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



100c	0m	40y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	170g	173b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



80c	0m	40y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	181g	173b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



100c	0m	50y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	169g	157b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



60c	30m	30y	40k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
73r	103g	112b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



60c	0m	30y	30k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
66r	149g	145b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



60c	20m	50y	10k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
101r	151g	131b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



30c	10m	30y	10k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
164r	184g	167b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	





100c	40m	80y	20k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	102g	78b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



100c	0m	100y	30k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	127g	62b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



100c	0m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	166g	81b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



70c	0m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
81r	184g	72b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



100c	60m	100y	40k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
0r	66g	40b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



50c	40m	60y	30k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
106r	107g	87b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



30c	0m	60y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
185r	217g	137b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



70c	0m	50y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k
59r	187g	156b	
167r	169g	133b	
128r	130g	133b	
35r	31g	32b	



50c	0m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

140r	198g	63b
167r	169g	133b
128r	130g	133b
35r	31g	32b



30c	0m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

190r	215g	48b
167r	169g	133b
128r	130g	133b
35r	31g	32b



20c	0m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

215r	223g	35b
167r	169g	133b
128r	130g	133b
35r	31g	32b



50c	20m	100y	0k
0c	0m	0y	40k
0c	0m	0y	60k
0c	0m	0y	100k

144r	169g	62b
167r	169g	133b
128r	130g	133b
35r	31g	32b



	10c	0m	60y	0k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	234r	235g	134b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	30c	20m	60y	40k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	122r	123g	84b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	0c	10m	50y	30k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	190r	168g	110b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	



	10c	20m	80y	30k
	0c	0m	0y	40k
	0c	0m	0y	60k
	0c	0m	0y	100k
	170r	147g	61b	
	167r	169g	133b	
	128r	130g	133b	
	35r	31g	32b	

## 11: BROWSER SAFE

Browser safe colors are the 216 hues that can be shown on traditional 8-bit computer screens with reasonable consistency and without dithering (see pages 340–341 for more on browser safe hues).

Although it's a less critical consideration than before (since the latest generation of computer screens can handle color much more effectively than earlier models), some businesses still choose to select a palette of on-screen colors from the browser safe list to ensure that their visuals will look good on both newer and older electronic display devices.

Please note that since the samples here have been printed using ink and paper, their on-screen appearance will be different. It is also important to understand that the type of monitor used (as well as the settings that have been applied to that monitor) will have an effect on the hues' appearances.

To access the downloadable digital swatches for the palettes in *Color Index, Revised Edition*, visit [www.mydesignshop.com/swatches](http://www.mydesignshop.com/swatches).

## **Brainstorming Browser Safe Colors:**

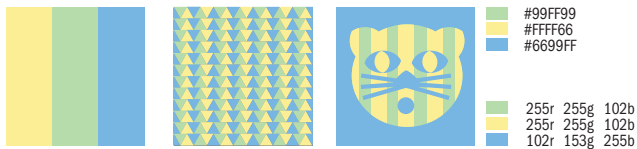
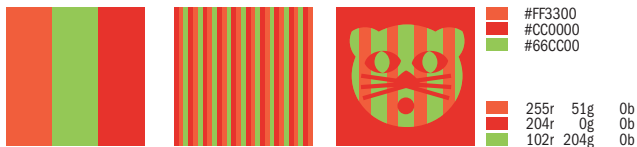
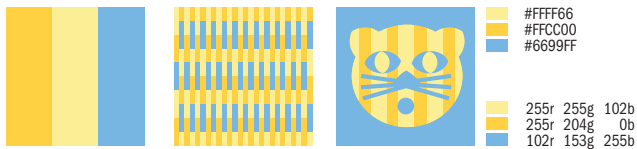
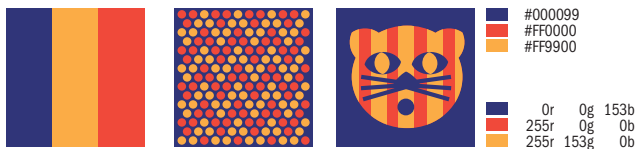
*Does your client adhere to an established set of colors? Can a browser safe palette be chosen that will closely match these colors? Will compromises have to be made in order to come up with a browser safe palette?*

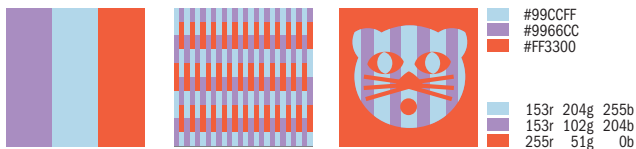
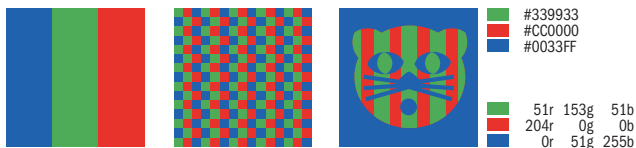
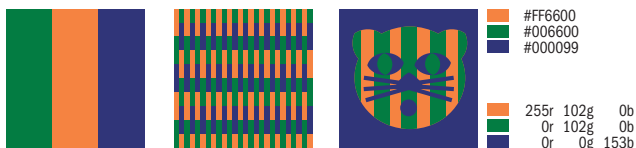
*Investigate your choices on a number of displays, including laptop and flat-screen monitors.*

*Keep in mind that the way a certain color looks on your monitor may not match its appearance on other display devices.*

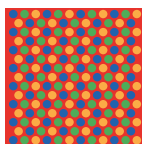
*Keep an eye on the Web. What are the trends? What types of color combinations feel fresh? Which ones seem stale?*

*And what about a backdrop for your browser safe palette? Black? Gray? Colored? Multi-colored? Busy? Plain?*



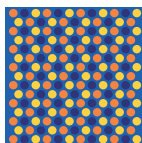






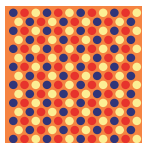
#0033FF  
#339933  
#FF9900  
#CC0000

0r 51g 255b  
51r 153g 51b  
255r 153g 0b  
204r 0g 0b



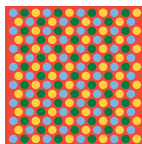
#000099  
#0033FF  
#FF6600  
#FFCC00

0r 0g 153b  
0r 51g 255b  
255r 102g 0b  
255r 204g 0b



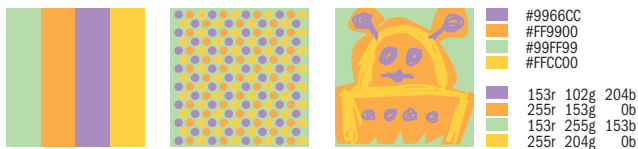
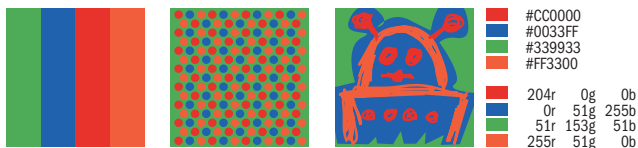
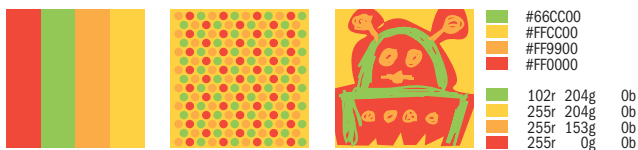
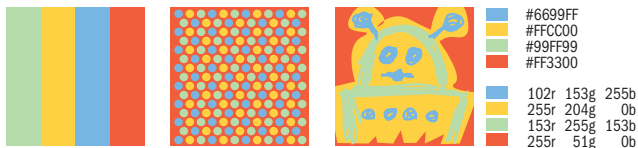
#000099  
FFFF66  
#CC0000  
#FF6600

0r 0g 153b  
255r 255g 102b  
204r 0g 0b  
255r 102g 0b

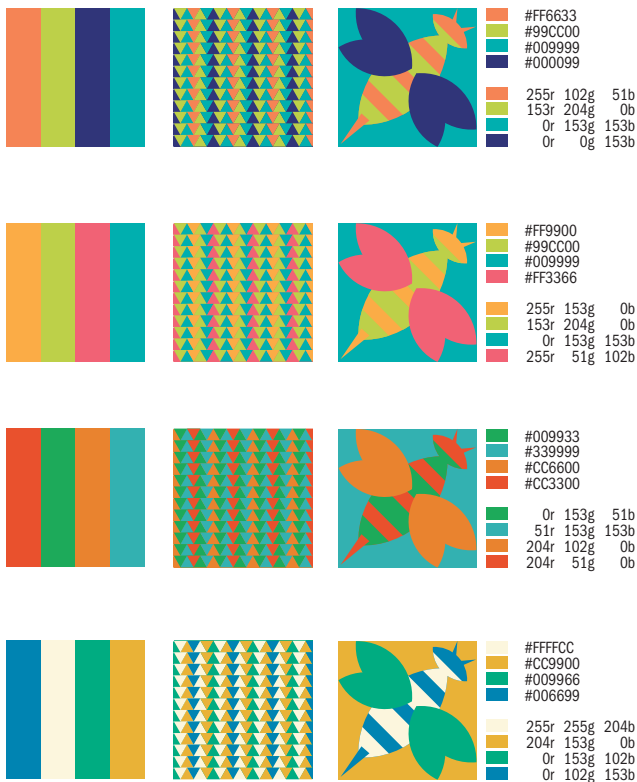


#6699FF  
#006600  
#FFCC00  
#FF0000

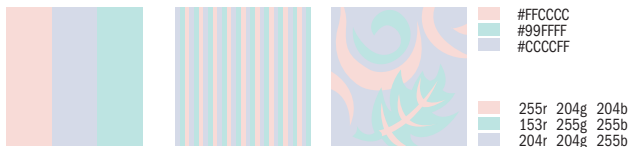
102r 153g 255b  
0r 102g 0b  
255r 204g 0b  
255r 0g 0b

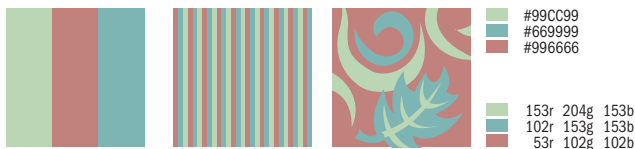
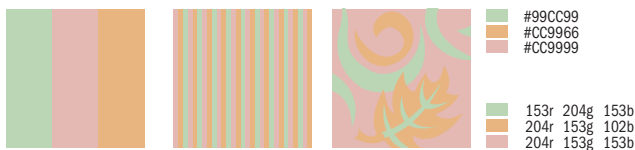


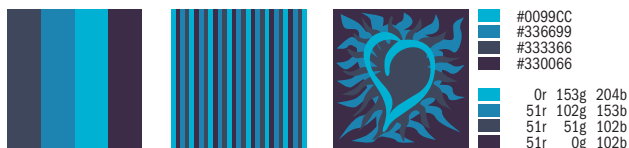


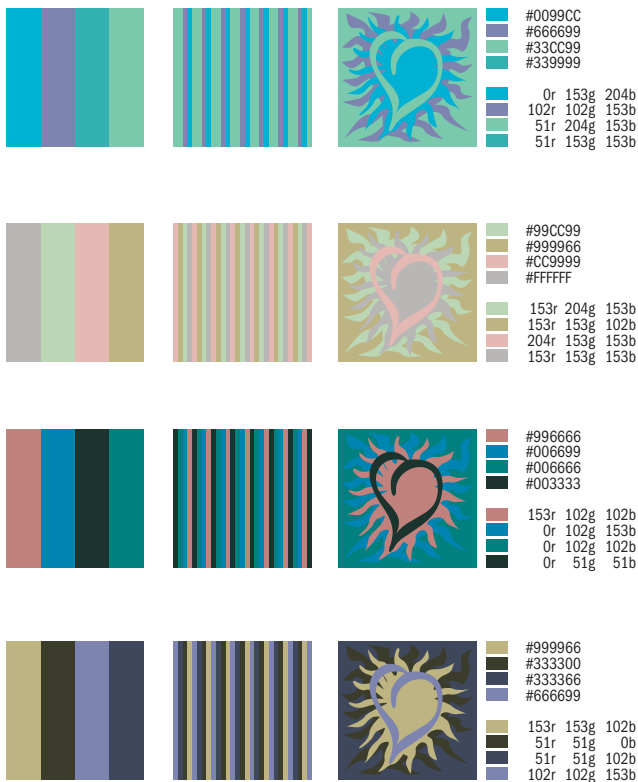


# BROWSER SAFE

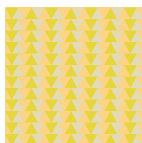






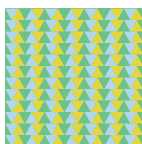






#CCCC99  
#FFCC66  
#CCCC00

204r 204g 153b  
255r 204g 102b  
204r 204g 0b



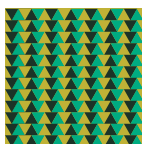
#CCCC00  
#00CC66  
#99CCFF

204r 204g 0b  
0r 204g 102b  
153r 204g 255b



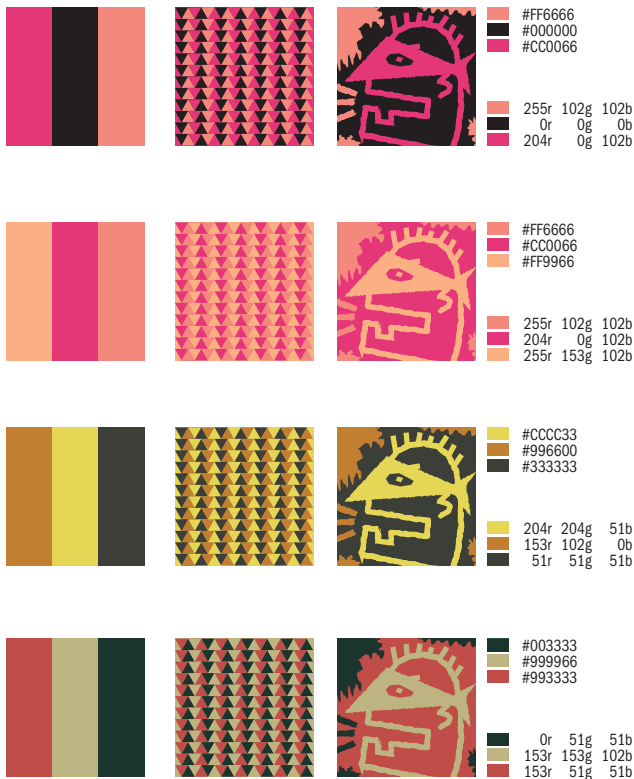
#CC9900  
#FF9966  
#CC6600

204r 153g 0b  
255r 153g 102b  
204r 102g 0b

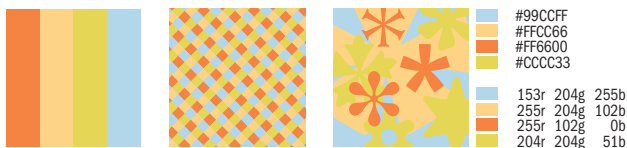
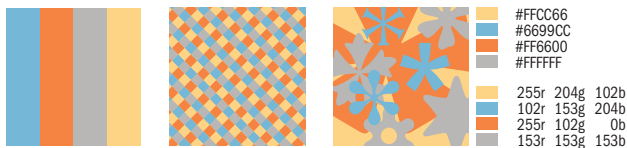
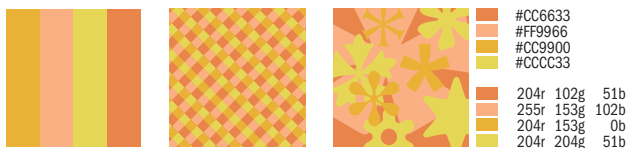
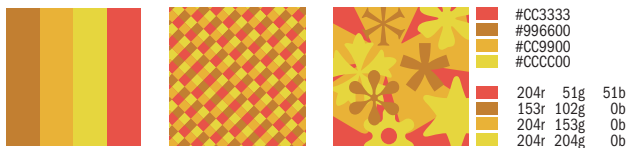


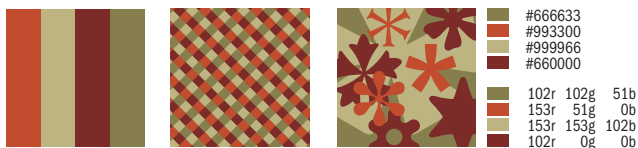
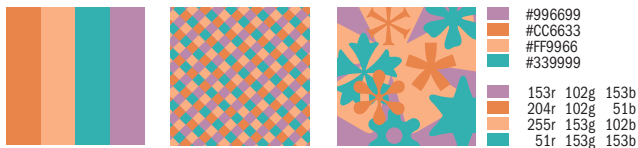
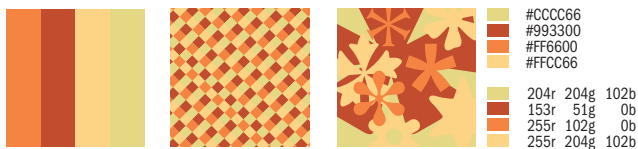
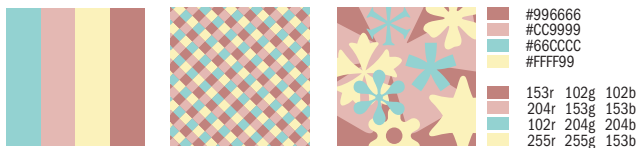
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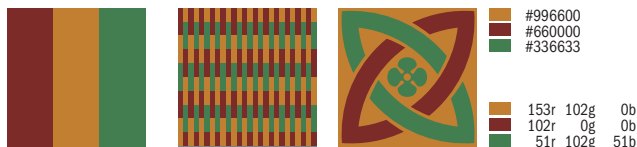
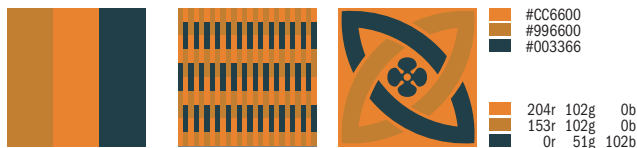
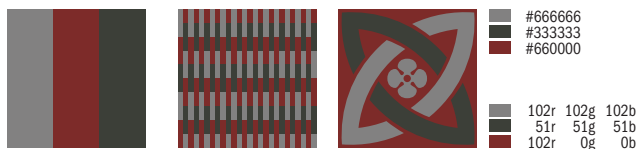
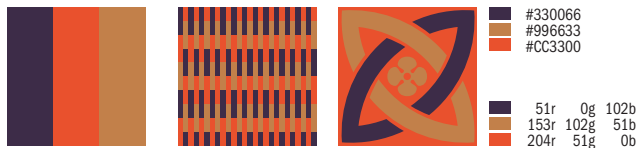
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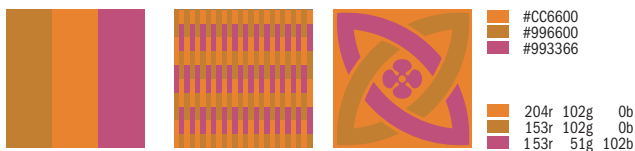
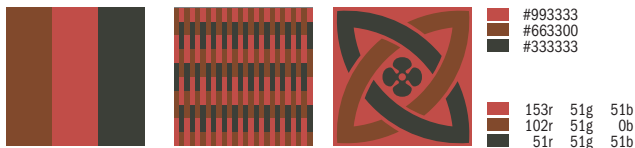
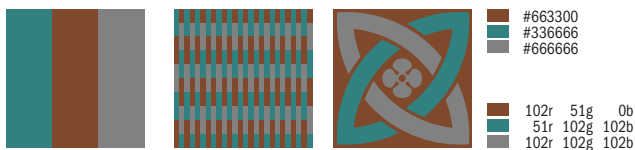
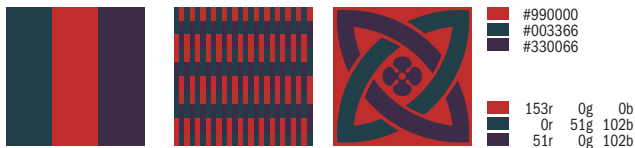


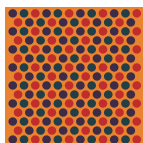
# BROWSER SAFE



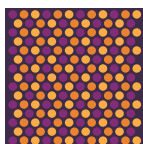




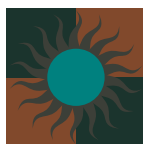
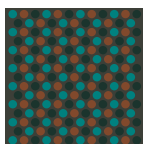




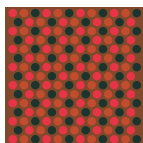
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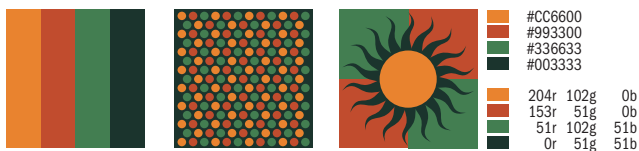
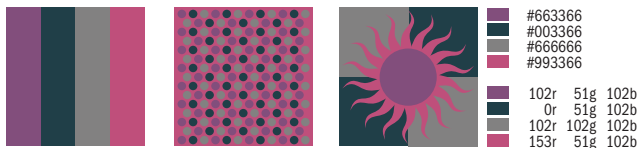
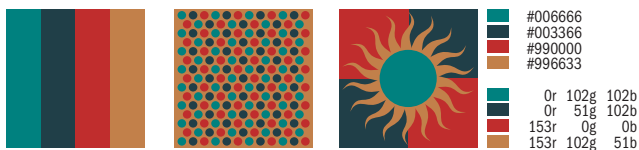
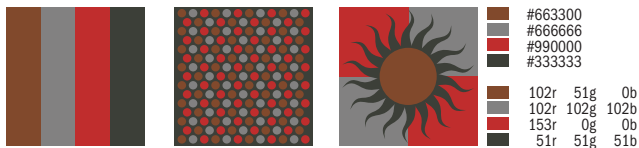
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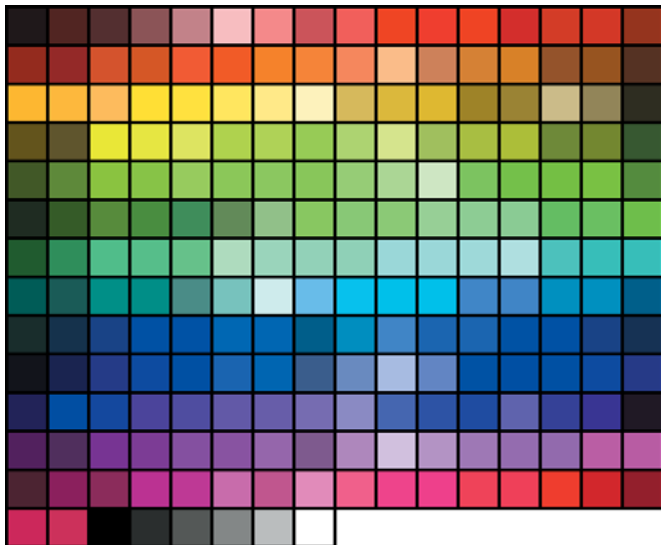


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 0r 51g 51b  
 102r 51g 0b





# BROWSER TERMS



A nice thing about designing for the Web is that you don't have to pay extra for extra colors (as you usually do with print media).

The table above shows the 216 colors of the browser safe palette. (Keep in mind that the on-screen appearance of these colors will differ from their ink-on-paper appearance.)

These browser safe colors are the 216 hues that display most consistently, and without dithering (the inclusion of unsightly dots within a plane of color) on traditional 8-bit monitors.



COLOR

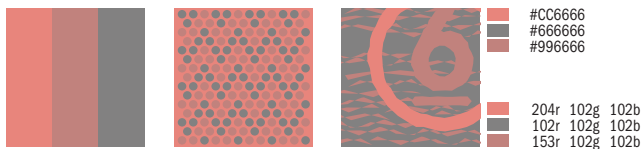
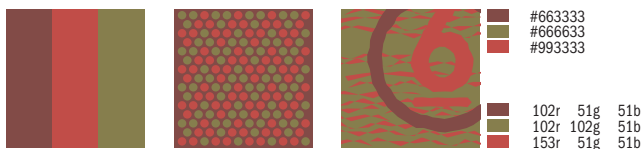
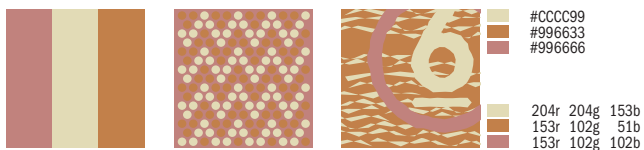
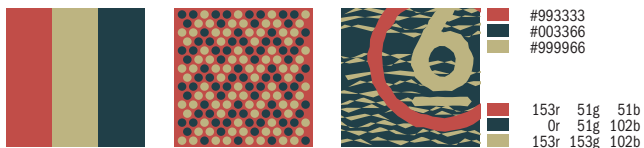
Images and graphics that feature only flat areas of color might be good candidates for a browser safe approach. A designer may choose to use colors from the browser safe palette to ensure that all of the hues will display without dithering on older monitors.

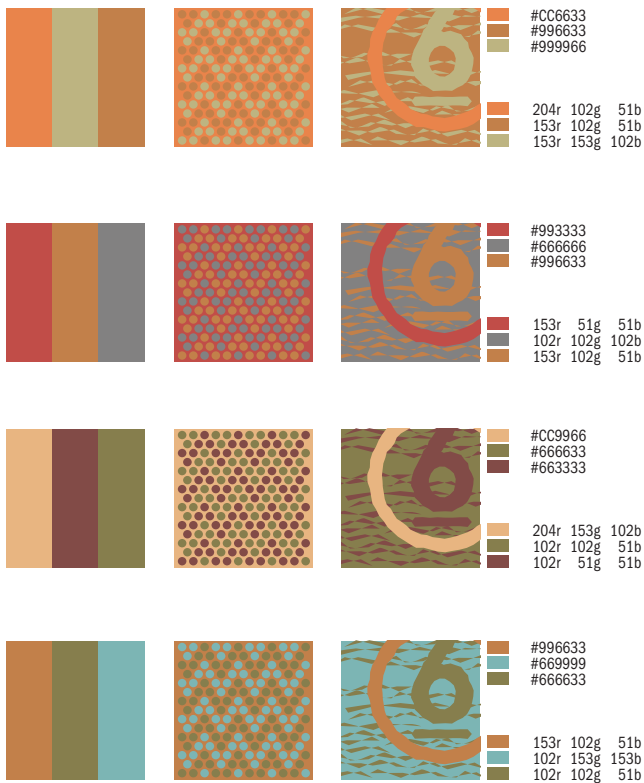


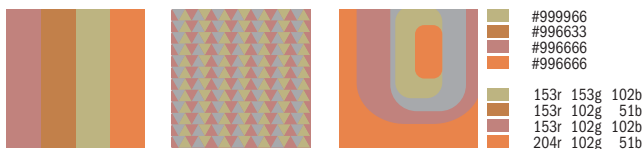
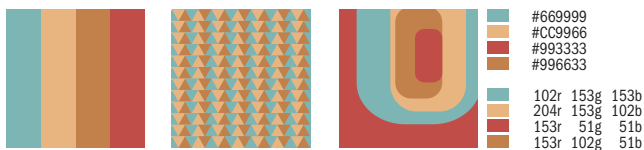
COLOR

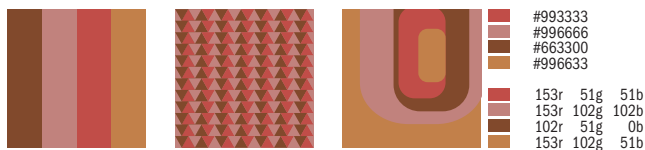
A continuous-tone illustration or photograph does not need to be limited to the browser safe palette. This is because the dithering that occurs is largely unnoticeable to the eye since it is masked by the many changes in hue that occur throughout the image.

Remember: color images designed for on-screen presentation are always at the mercy of the viewer's platform, monitor, and the respective settings of each. Some systems, for instance, tend to darken colors significantly and might even display some of the darker on-screen hues as black. Other systems tend to be overly light, and have a hard time displaying lighter hues without converting them to white or very light pastels. It is a good idea to view your artwork on a number of display devices (including laptop and flat-screen monitors) to make sure the colors you've chosen look good on a variety of systems.

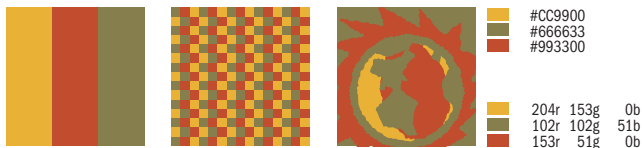
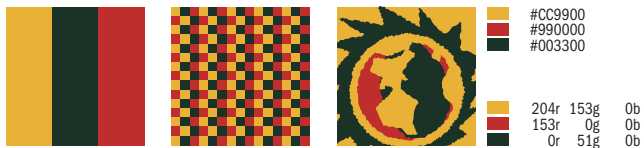


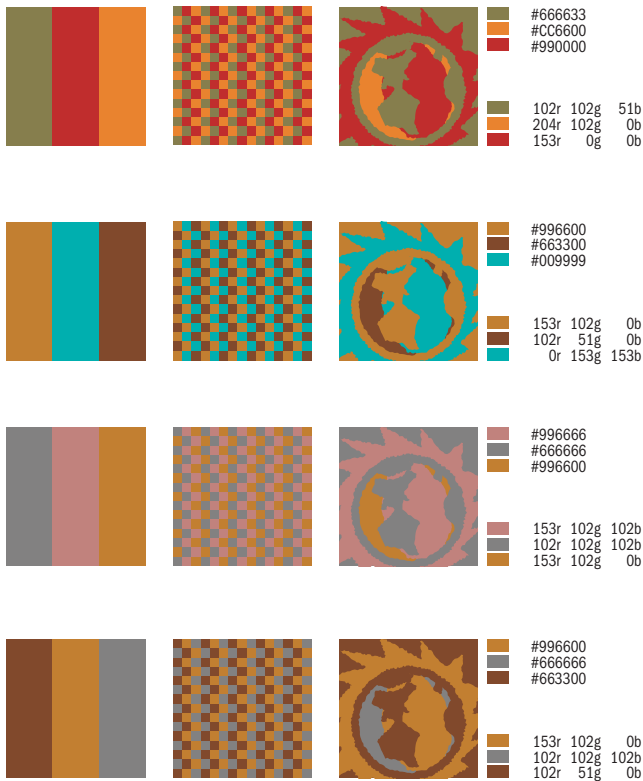




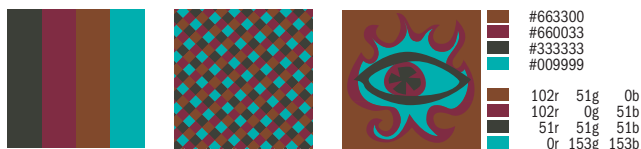
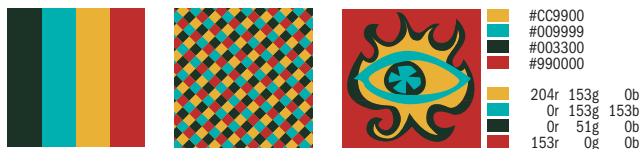
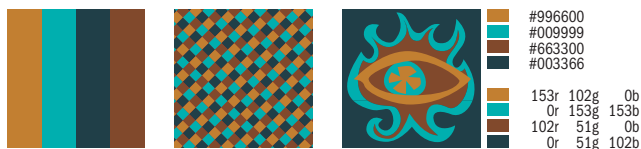


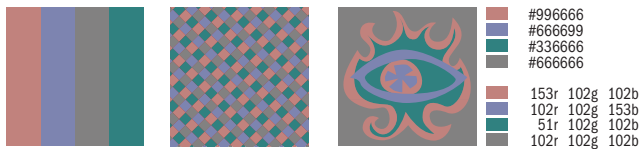
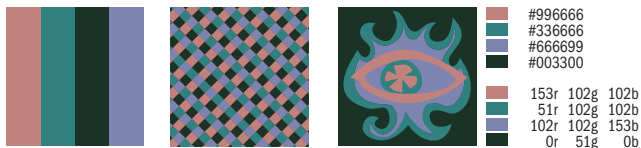
# BROWSER SAFE



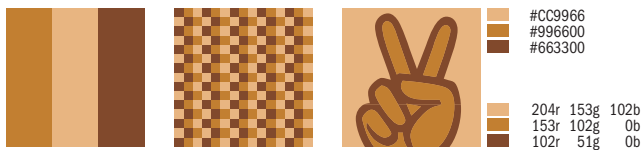
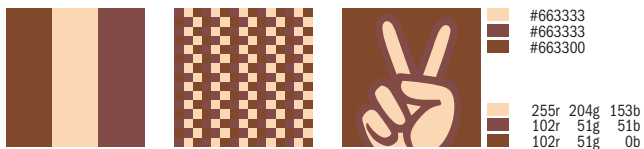
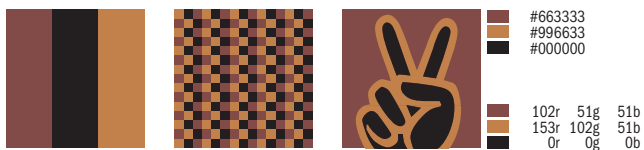
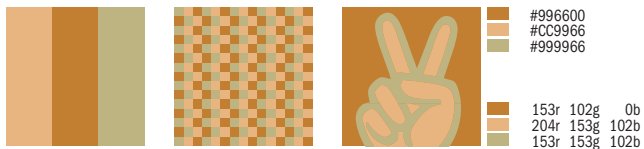


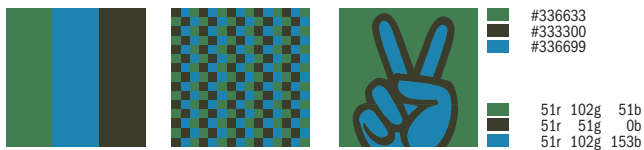
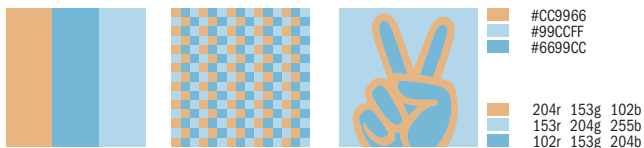
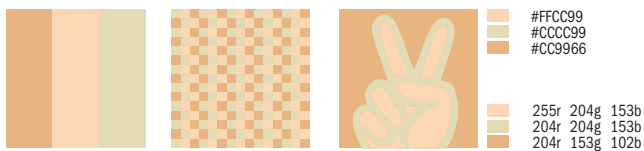
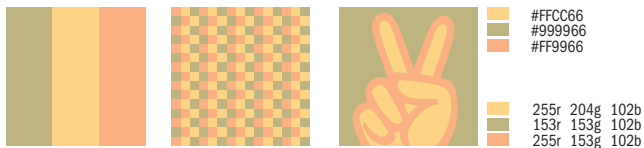


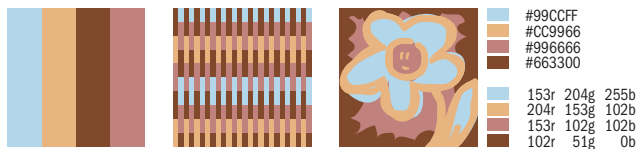
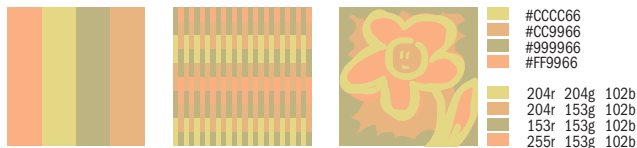


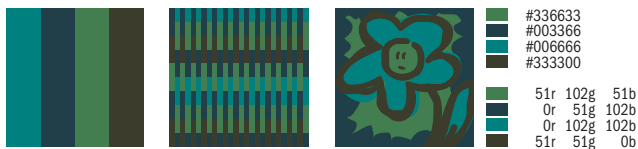
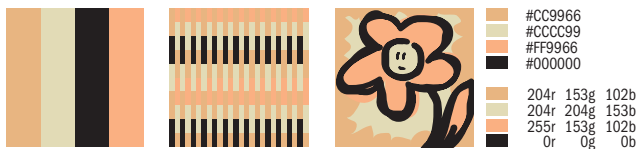


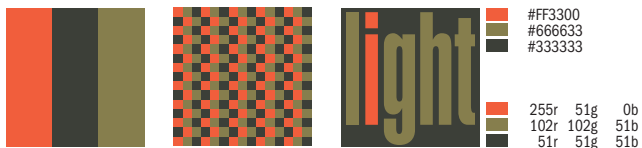
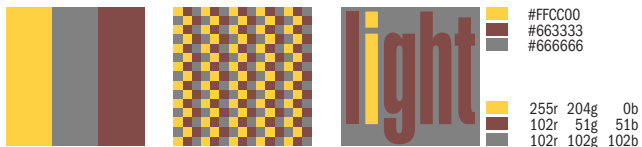
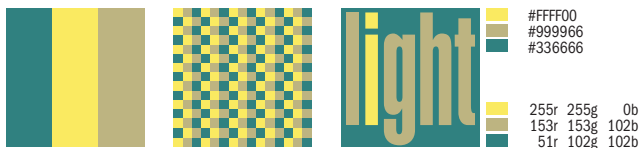
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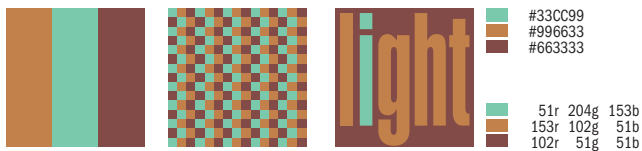
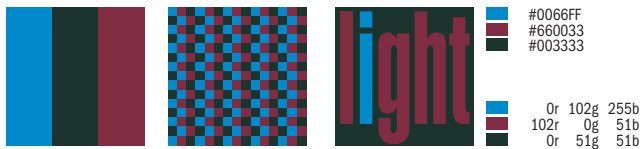
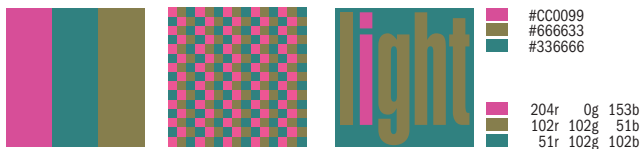




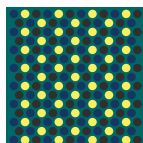




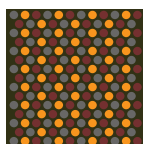




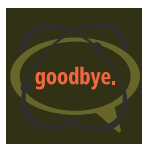
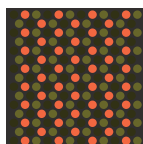




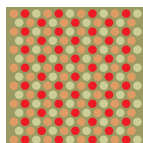
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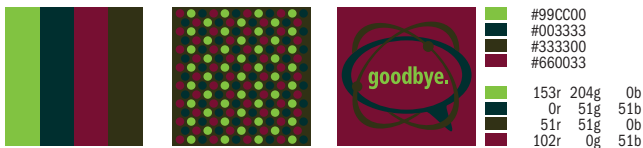
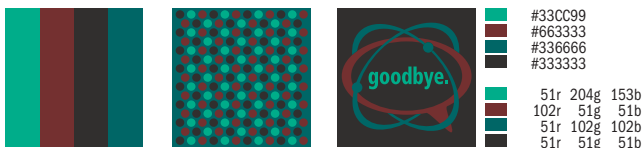
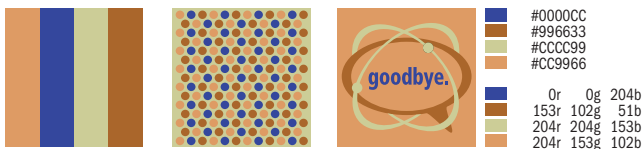
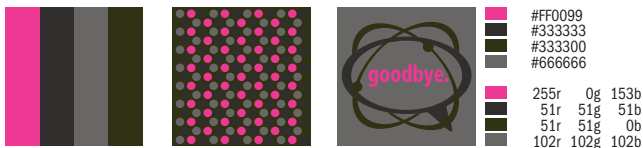
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Maroon	#333300
Grey	#666666
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Maroon	51r 51g 0b
Grey	102r 102g 102b



Orange	#FF6633
Dark Green	#666633
Dark Grey	#333333
Olive Green	#333300
Orange	255r 102g 51b
Dark Green	102r 102g 51b
Dark Grey	51r 51g 51b
Olive Green	51r 51g 0b



Red	#CC0000
Light Green	#CCCC99
Orange	#999966
Olive Green	#CC9966
Red	204r 0g 0b
Light Green	204r 204g 153b
Orange	153r 153g 102b
Olive Green	204r 153g 102b



## DON'T FORGET TO CHECK OUT COLOR INDEX 2, ALSO!



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